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First Copy

SHOW

A National Newspaper for Every Branch of the Industry

EXTRA

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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NEW ATTENDANCE RECORD FOR SHOW

H. L. HORNING IS AGAIN ELECTED M. A. M. A. HEAD

Points to 1926 as Big Year for Accessories and Parts

NEW YORK, Jan. 12.—The regular annual meeting of the Motor and Accessory Manufacturers' Association was held today at the Hotel Astor.

Election of directors was held, and the following new directors were elected: S. B. Black, of Black & Decker; H. W. Chapin, of Brown, Lipe & Chapin; C. E. Thompson of Thompson Products, Inc.; L. A. Stafford of McQuay, Norris and M. B. Erickson of Biflex. The following directors' terms expired, but they were re-elected for another term: H. L. Horning, Waukesha; L. M. Wainwright, Dia-

H. L. Horning

(Continued on Page 4)

A Glimpse at the Equipment Section at the Show

PUBLIC SHOWING GREAT INTEREST

Members of Trade Find Equipment Display Excellent

NEW YORK, Jan. 12.—At the end of the third day of the twenty-seventh annual National Automobile Show in New York it was assured that all attendance records for the exhibition would be broken.

Everywhere there were reports that the public interest was also greater than ever before.

Universal approval of the show continues to be expressed by

(Continued on Page 4)

Up-to-Dateness Is Key to 1927 Opportunities, 900 Dealers Told by Willys

New York, Jan. 12.—An all-day session today at the Roosevelt introduced to about 900 Willys-Overland dealers the company's plans for 1927. This is the third in a series of similar meetings that will be held consecutively until John N. Willys has swung round the circle, showing the dealer organization what the future holds for them.

John N. Willys

W. H. Maston, branch manager

(Continued on Page 23)

MOON OUTLOOK

New York, Jan. 12.—Stanley Moon, secretary of the Moon Motor ar Company, in reviewing the outlook for 1927 says the year will show an increase in sales of Moon cars over all previous years.

CAR EXPORTS

New York, Jan. 12.—November exports of passenger cars and trucks totaled 27,875 units, an increase of 7,478 over the preceding month, and a drop of 605 under November, 1925.

N. A. C. C. Directors Talk Production

New York, Jan. 12.—The regular meeting of the board of directors of the National Automobile Chamber of Commerce was held at headquarters, 366 Madison Ave., today. Statistics submitted showed that actual production figures for the year 1926 were within one per cent of the estimates given out. Ford figures are not yet available for the year.

It was determined that the Transport Congress should be an annual fixture, but it has not been decided where the event will be held next year. There is a possibility that it may be held in London, though this is not at all sure.

All members present announced that their plants were being thrown into capacity production in the expectation of an influx demand during the winter. It was felt that the record attendances at the show and the character of the interest shown in the new models insured a delay until the normal buying an immediate demand, rather than season opens in the spring.

Phone Numbers and Addresses of A. D. N.

THE business and advertising offices of the Automotive Daily News are at 1926 Broadway, telephone Trafalgar 4500, and the editorial offices at 25 City Hall Place, telephone Worth 5730.

26th Annual Banquet Held By Eastern Olds Dealers

New York, Jan. 12.—For the twenty-sixth time, eastern dealers of the Olds Motor Works have held their annual banquet, joining at the Commodore tonight. There were about 500 present, many of whom had sung "My Merry Oldsmobile" so many times that they knew its words and music better than they do those of the American national anthem. The Oldsmobile banquets are particularly well known for the entertaining character of the vaudeville program

I. J. Reuter

(Continued on Page 23)

1927 Plans Told Dealers At Big Chevrolet Meeting; G.M. Officials at Banquet

New York, Jan. 12.—Fourteen hundred Chevrolet dealers met for a jubilation banquet at the Commodore tonight. There was musical and dramatic entertainment, and there were talks by some of the leaders of General Motors. R. H. Grant, vice-president and general sales manager for Chevrolet, presided, and drove home some of the points that had been made at the business meeting in the afternoon. Several members of the executive committee of General Motors were seated at the speakers' table, with W. S. Knudsen, president of Chevrolet, and Pierre S. du Pont, chairman of the board of the corporation, made a short talk, in which he congratulated the Chevrolet organization's various departments on the showing they had made to date. He predicted even better things for the future and offered the assurance

A. P. Sloan, Jr.

(Continued on Page 23)

GET your copy of The Automotive Daily News at the leading hotel newsstands—it's free.

Stearns Dealers Hear Sales Plans for 1927

New York, Jan. 12.—At a sales convention held at the Hotel Astor yesterday, and presided over by H. J. Leonard, president of the F. B. Stearns Co., manufacturers of Stearns-Knight motor cars, dealers from New England and New York were given complete plans for the campaign which will be carried on by this organization for the balance of the year. Special stress was laid on the new Stearns-Knight eight, which is the second Knight-motored car of this type to be built, the first being the Panhard-Levassor of France.

H. J. Leonard

Mr. Leonard stated that this new car has a speed of 85 miles an hour.

Speakers at the convention were John N. Willys of the financial group which is now in control of the F. B. Stearns Company; Ward M. Canaday, advertising counsel for the organization; and other members of the executive and manufacturing staff.

An interesting feature of the F.

(Continued on Page 23)

We Have With Us at the Show— By Kessler

M. A. M. A. Go to Sea On Annual Dinner

New York, Jan. 12.—Eight hundred members and guests of the Motor and Accessory Manufacturers' Association assembled at the Hotel Astor tonight for one of the most enjoyable evenings of show week. Without leaving their moorings on Times Square, the banqueters were taken on an ocean voyage on the good ship Motor-access. They entered the dining room by way of a gang plank and found themselves on a deck, with the blue water all around them.

After doing full justice to one of the famous M. A. M. A. dinners the entertainment began. The first act was an entertainment on deck, while the good ship swept on into the tropical waters of, dare we say, the "Looser Antilles." The first act comprised singing and dancing numbers rendered by members of the cast and chorus of George White's Scandals.

And then in the second act the guests landed in Havana and proceeded to one of the night clubs of that tropical capital. Dancing, singing and specialty numbers were rendered by the entertainers of the Club Alabam, and the festivities kept up until a late hour.

NOTICE

THIS issue of Automotive Daily News is today in the hands of every Eastern parts and accessory jobber and truck wholesaler, every important manufacturing executive and dealer in the industry, and in addition more than 10,000 net paid subscribers.

ARMANTROUT ELECTED

Olympia, Wash., Jan. 12.—C. E. Armantrout, Everett, Wash., Dodge and Graham dealer, has been elected a member of the board of directors of the Everett Chamber of Commerce.

TO BUILD AUTOS

Washington, Jan. 12. — The Breitfeld - Danek Company of Czecho-Slovakia will begin manufacture of tractors, automobile trucks and motorcycles this spring.

London Dealer Tells of Marmon Over Radiophone

New York, Jan. 12.—A. H. Pass of Pass & Joyce, Ltd., Marmon distributor for the British Isles, was one of the first of the automotive men attending the New York Automobile Show to call up London over the radiophone. He called this morning from the Biltmore Hotel and delivered this message to his home office:—

"We anticipate a brisk demand for Marmon automobiles throughout Great Britain and I wanted my associates in London to know immediately of the sensation the Marmon cars are creating in the United States."

WOULD RESTRICT CARS

Washington, Jan. 12.—Representative Hubert F. Fisher of Tennessee is the author of a measure, introduced in the House, prohibiting motor vehicles, owned or hired by the War Department, from being used for personal, social or similar operation.

Jewel Color Display Holds Great Interest

NEW YORK, Jan. 12.—One exhibit which has been attracting a great deal of interest on the part of automobile executives all during Show Week is the brilliant series of Nitro-Valspar jewel colors for automobiles displayed by Valentine & Co. at the Hotel Commodore (rooms 639-41).

As the visitor enters the rooms he is struck at once by the walls, hung in black fabric, which serve to enhance the numerous displays of colors, color mixing and color derivation. Beautiful new color combinations are shown, not only in color books, but also in full door-size panels, which make it quite easy to visualize the appearance of the car itself.

The story of the derivation of these new jewel colors is an interesting one, for every color in the series has been matched directly from actual jewels—precious and semi-precious—and from the matrices in which nature has set them.

In matching these colors many collections of jewels in famous museums were examined. The American Museum of Natural History and the celebrated jewel collection in the Field Museum in Chicago proved rich sources of information. In fact, the American Museum of Natural History has loaned a part of its magnificent collection and set it up in the Valentine exhibit so that any one may see how nature's artistry has been used to provide superb color combinations for automobiles.

For example, one exquisite combination has been based on the Elba tourmaline. The lavender of this gem is set off by the green of its matrix. A panel matching these colors exactly is shown alongside. Then there is the blue of sapphire surrounded by delightful shades of gray, with yellow stripings. The effect is duplicated in another panel even to the stripe in the matrix.

Again Russian zircon supplies a rich scheme of toned color harmony in shades of deep red, brown and orange. And so it goes. Some of these color combinations were even derived from specimens now in the British Museum, London.

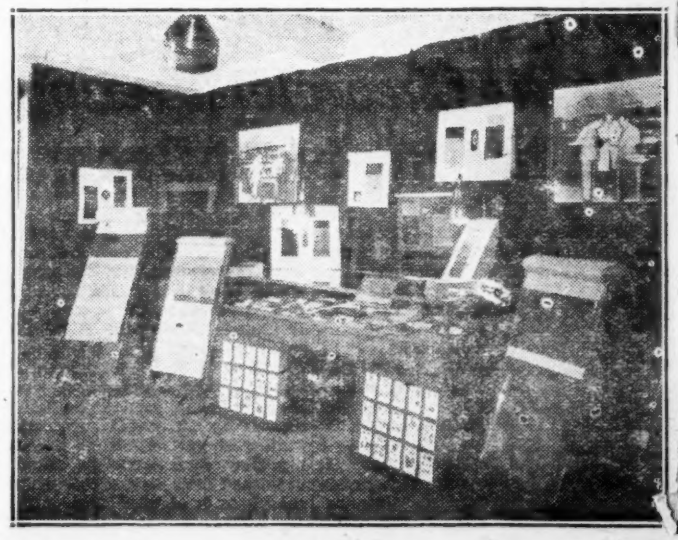
Another item of interest in the exhibit is the set of replicas of the world's famous diamonds, including the Kohinoor, Hope, Orloff and others.

Varied as are the colors of cars in the show, any one interested in the subject will fail to get the latest notes on this important subject if he overlooks the splendid exhibit provided in the Valentine Nitro-Valspar jewel color series. All automotive executives and others in the industry and trade are cordially invited.

IOWA GAS TAX

Des Moines, Ia., Jan. 12.—Gross revenue of $5,033,892.97 from the state gasoline tax was reported by R. E. Johnson, state treasurer, for the year just closed. It was the first full year under the tax, which became effective early in the spring of 1925.

PRECIOUS JEWELS. Below is shown an exhibit of precious jewels by the American Museum of Natural History in the Valentine & Co. display at the Hotel Commodore.



4,091 New Battery Distributors Signed Up With USL During 1925

4,171 *More* Battery Distributors Did Likewise During 1926

Today more than 13,000 USL service stations and dealers sell and endorse USL batteries.

Through this vast organization USL provides an invaluable nation-wide battery service to car manufacturers, car dealers and car owners.

And the preference for USL Batteries shown by this army of battery men is the most convincing proof of USL quality.

USL Pacific Coast Factory Oakland, Calif.
USL Canadian Factory Niagara Falls, Ont.
USL Australian Factory Sydney, N.S.W.
U. S. LIGHT & HEAT CORPORATION NIAGARA FALLS, N. Y.

USL AUTO *and* RADIO Batteries

CHEVROLET SHOW NEWS

Edited for the Chevrolet Motor Company by Roy C. Hayes.

Chevrolet Produces 3,000,000th Car—a Coach

Last Million Built In 14 Months; 1,400 Dealers at Meeting

NEW YORK, Jan. 12.—Bringing to a close the most active and enthusiastic sales meeting ever conducted by the organization, the Chevrolet Motor Company, at a jubilant dinner in the Commodore Hotel Wednesday night, announced the production of the 3,000,000th Chevrolet. The last million cars were built in fourteen months, compared with the fourteen years required for the first two millions, an indication of the rapidly increasing popularity of the Chevrolet line.

Enthusiasm over the new line of cars and confidence in the outlook for the year, especially as it pertains to Chevrolet, reached new heights at the business meeting Wednesday afternoon in Mecca Temple and gained volume at the dinner in the evening. Fourteen hundred Chevrolet dealers, from the Atlantic coast region, representing New England states, New York, Pittsburgh, Washington, Baltimore, Philadelphia, Buffalo and Tarrytown were present in the gathering, which included in addition to officials of the Chevrolet Motor Company, many of the leading figures in the automobile industry.

W. S. Knudsen, president of the Chevrolet Motor Company, was host and R. H. Grant, general sales manager, presided as toastmaster at the banquet. In addition to short addresses by Chevrolet officials and distinguished guests, an elaborate bill of diversified entertainment comprised the evening program.

Statements from leading Chevrolet officials and sentiment among Chevrolet dealers over the year's prospects are alike in indicating that 1927 will be Chevrolet's greatest year. These forecasts are based on the facts that the car has been greatly improved, price lowered and that public confidence has attached itself to Chevrolet more thoroughly than ever.

Production of the 3,000,000th car is the fourth spectacular achievement registered by Chevrolet in the last two weeks. First the announcement of a greatly improved car, then sweeping price reductions, then remarkable public reception of the new car, then the production of the 3,000,000th car.

The epoch-marking model, which happened to be a coach, was driven off the production line at the Flint plant by W. S. Knudsen, president of the Chevrolet Motor Company. The first passenger was C. F. Barth, vice-president in charge of production.

Finished in St. James gray Duco and fashionably striped in pistache green, the milestone car flashed off the production line with scarcely more formality than attended the debut of number 3,000,001, which followed nine seconds later.

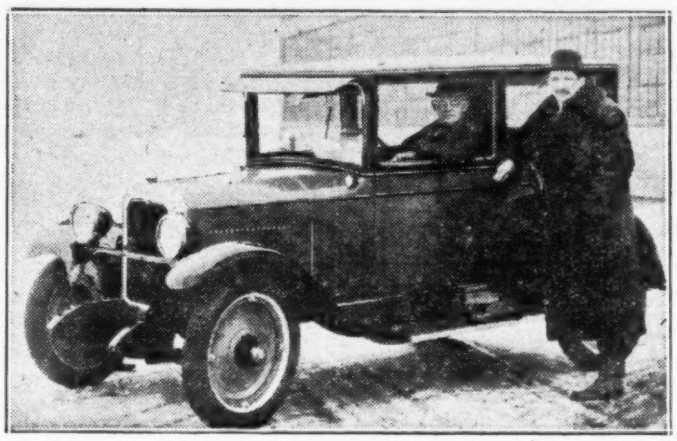
Immediately after the final inspection, Mr. Knudsen stepped on the starter and the princely 3,000,000th car purred away to give room to the long line of sedans, coaches, roadsters, etc., that were moving up with clock-like precision to the final inspection post.

Equipped with balloon tires, steel disc wheels, one-piece full crown fenders, bullet-type head lamps, streamline beaded Fisher body and other improvements incorporated this year, the coach displayed a distinct advance over its most illustrious predecessor, the 2,000,000th Chevrolet.

The 2,000,000th model was built after 14 years of production and the 3,000,000 only fourteen months later, an indication of the rapid growth of the company, which now has production facilities prepared to build 1,000,000 units a year. Commenting on the achievement, Mr. Knudsen declared that the Chevrolet Motor Company was grateful for the ever increasing public confidence in the company and its product, which made the feat possible.

"We are entering on what promises to be again our greatest year," he said, "and with a greatly improved product, I am sure that the motoring public will demand the 4,000,000th Chevrolet before 1928 is many weeks old."

PRODUCTION OF THE 3,000,000th Chevrolet was announced at the Chevrolet dealer banquet in Hotel Commodore, Wednesday night. C. F. Barth, vice-president of the Chevrolet Motor Company is shown at the wheel of the record-making car. W. S. Knudsen, president, is standing at the side of the car, which happened to be a coach model.



51,000 Make Use of Six Per Cent Plan

New York, Jan. 12.—A successful example of modern merchandising methods was given by C. E. Dawson, assistant general sales manager of the Chevrolet Motor Company in charge of the Atlantic Coast region, today in his report that passenger cars and trucks aggregating in value more than $30,000,000 have been sold under the Chevrolet 6 per cent. purchase certificate plan since this copyrighted method was established by the Chevrolet company in 1924.

"More than 51,000 persons have taken advantage of the certificate plan," stated Mr. Dawson. "A certificate may be obtained for an initial payment as low as $5. If desired, a larger first payment may be paid. Convenient weekly or monthly installments are then arranged. These are credited upon the back of the certificate, together with 6 per cent interest. In addition a 6 per cent. credit is allowed on all payments to the Chevrolet dealer for accessories, service or repairs on the certificate holder's present car.

"Thus, because of his interest credits, the purchaser with a paid up certificate actually pays less than the cash delivery of the car."

Advertisement Advertisement Advertisement

for Economical Transportation

CHEVROLET

In the January 15th issue of the Saturday Evening Post—*on the newsstands today*—is the most unique advertisement ever carried by this publication in all its history! A Chevrolet four-page, two-color insert—in the very center of the book so that it can be easily removed and kept as a Chevrolet Catalog—assures Chevrolet dealers of sustained public interest in the most beautiful Chevrolet!

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Advertisement Advertisement

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

Circulation—Net paid average 10,000 daily guaranteed.
A. B. C. Membership applied for.

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, JANUARY 13, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 4500. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5926, Chicago, Ill. Metz B. Hayes New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

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Telephone Worth 5730.
Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich., phone Empire 3500. Contributing Editor: John C. Wetmore.

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Shop Equipment Pulls

ONE of the bright spots of the show this week has been the shop equipment section. Here have been shown all the latest developments in special devices and paraphernalia for increasing the economy and efficiency of shop work—the new tools that make it possible to do a given job faster and better than it was done before. Here are machines that cut down labor time, and, best of all, they are in actual operation.

This section has been closed to the general public during part of the day in order to give dealers and other operators of service departments a chance to inspect new equipment without unnecessary crowds. Even during the trade hours the shop equipment section has been more than comfortably filled. Many of the dealers have ordered equipment on the strength of what they have seen, and undoubtedly many more will do so after they have had a chance to consider and select the special devices best fitted to their particular needs.

It had been assumed in some quarters that the shop equipment section would not have any great appeal to the general public. This was a mistake. During the hours when the section was open to the general public it was jammed with earnest and intent visitors. They seemed to sense the fact that in this department were to be found the various types of equipment that would cut down their servicing costs. And there is no question that a car owner who visits the equipment section will be a wiser buyer of service than he was before he had a chance to see the developments that have been made in labor and cost-saving equipment.

Confiscation Vetoed

IN the state of Massachusetts confiscation of a motor car taken while carrying liquor does not necessarily mean confiscation, according to the import of a decision just handed down by the state Supreme Court. The case in question concerned a car which was the property of a Boston company and was being purchased on time by a man who was found with liquor in the vehicle. The authorities intended to confiscate the car, but the case was fought by the Boston Automobile Dealers' Association, and this recent decision gives a victory for the dealers' side; the car will be returned to the real owners.

This whole question of the confiscation of cars that are being paid for on time and have fallen into the clutches of the liquor law is an extremely important one, and the Massachusetts decision is a welcome one, even though it is not mandatory on courts of other states.

Automobile dealers in general must fight for a reasonable interpretation of the confiscation clause of the state laws. Obviously no dealer would be justified in advertising to sell cars for the express purpose of breaking a law. On the other hand, it is impossible for a dealer to investigate the habits and business of a customer whose credentials for buying a car on time are otherwise satisfactory.

There is so little attempt to bring common sense and reason to bear on this whole liquor problem that there is grave danger that dealers may have a very serious expense factor added to those which they now have, and which are heavy enough. By presenting a united front automobile dealers may be able to force a reasonable interpretation of the confiscation clause of the state laws in any but the most fanatical sections of the country.

HORNING CHOSEN M. A. M. A. PRES.

(Continued from Page 1)

mons Chain; A. H. D. Altree, American Bosch; Eugene B. Clarke, Clarke Equipment.

Immediately after luncheon the board of directors met and re-elected the officers who served during 1926. These are as follows: H. L. Horning, president; C. H. L. Flintermann, first vice-president; Eugene B. Clarke, second vice-

M. L. Heminway

M. A. Moynihan

president; M. A. Moynihan, Gemmer, third vice-president; L. M. Wainwright, treasurer; J. M. McCall, Crucible Steel, secretary and assistant treasurer; and M. L. Heminway general manager.

Harry Horning spoke briefly: "I believe that it is the consensus of opinion that 1926 was the greatest year that the parts and accessory business has ever seen, and this despite analyses by financial papers indicating that a number of accessory stocks listed on the New York Stock Exchange showed lesser earnings than in some previous years. I do not believe that this latter condition applied to the entire industry.

E. B. Clarke

"Much of the prosperity in the industry is due to increased productivity per man, on the basis of investment and equipment. Vision and planning on the part of managers in the industry will bring about a still further improvement along this line.

"I believe that the greatest need of the parts and accessory industry is to develop its markets and find new ones. Prospects for the industry during 1927 are of the brightest, and I firmly believe that during the next five years there will be great prosperity, shared in by manufacturers who are looking and working ahead and not merely resting content with their present achievement.

"There is evident a tendency on the part of some car manufacturers to turn to parts makers for certain units which they have been making in their own plants. A number of contracts have been let this year and others are in contemplation, which point the trend in this direction."

Equipment Section At Palace Draws

(Continued From Page 1)

members of the trade in attendance. Those who have continued their studies of the exhibits beyond the products shown by the car manufacturers have been particularly delighted with the character of the accessory displays.

Probably more favorable comment is being heard on the shop equipment exhibit than on any idea advanced in the handling of the show for some time. There are forty-one manufacturers showing their products. The exhibit is open to the trade from 10 a. m. until 3 p. m., and is not thrown open to the public until after that time. This part of the exhibit has been arranged so that the shop equipment can be demonstrated while it is in operation. Skilled mechanics are in charge, and the exhibits resemble corners in well-kept shops.

Black & Decker have an exhibit similar to what they had at the jobbers' show in Chicago. At this exhibit they show the tools in operation, the men with white uniforms presenting a neat appearance and the busy attitude of the exhibit makes it a center of interest. There are air compressors, car washers, electric portable tools, cylinder hones, reamers, and other recondition devices for the cylinder. There are a number of valve refacing tools, some shown in operation and some are stationary. There are also some brake drum truing devices that are new this year.

These brake drum truing devices are attracting a considerable amount of interest. One of these shown in operation is mounted on a dummy axle which holds the wheel exactly as it would be held in the car. The tool then cuts the drum while the wheel is rotated, so that it is trued to exactly the proper surface that would be required in the operation of the car.

Another feature of the exhibits is the big display of hand tools. Walden Worcester is showing a line of wrenches suitable for a wide variety of purposes. There are socket wrenches in this exhibit capable of handling the most inaccessible nuts in a very efficient and speedy manner.

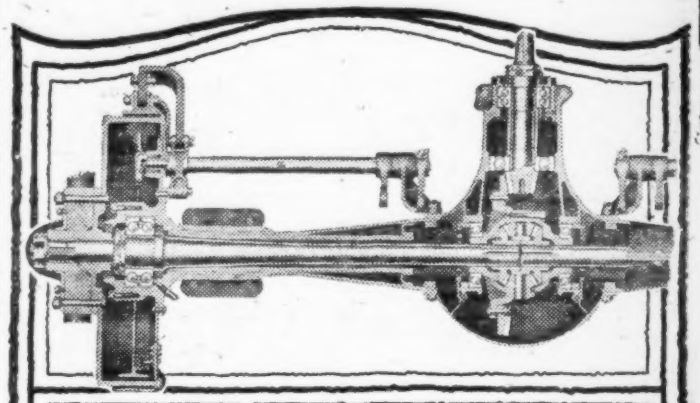
These service exhibits numbering

(Continued on Page 21)

Events of Show Week

Today

12.30 p. m.—Paige-Detroit business luncheon, Hotel Commodore.
1.00 p. m.—Velie luncheon. At the Commodore.
6.30 p. m.—Society of Automotive Engineers' dinner, Hotel Astor.
6.30 p. m.—Peerless Motor Car Corporation dinner, Hotel Commodore.
6.30 p. m.—Overseas Automotive Club dinner, Hotel Empire.



Survival of the Fittest

An outstanding development in 1927 car chassis refinement is evidenced by an increasing use of ball bearings in rear axles.

One reason for this improvement is that New Departure Ball Bearings maintain correct gear tooth contact under all operating conditions *quietly, permanently and without adjustments.*

The ability to resist load deflections is permanently built into the New Departure Double Row Ball Bearing, while other types of anti-friction bearings must rely on manual adjustments to even approximate temporarily correct alignment of gears and shafts.

THE NEW DEPARTURE MANUFACTURING COMPANY
BRISTOL, CONNECTICUT
DETROIT CHICAGO SAN FRANCISCO

New Departure Ball Bearings

541

Franklin Executives and Representatives at the Show

First Row (left to right)—J. E. Halligan, controller; H. H. Goodhart, advertising manager; Lloyd B. Benham, assistant sales manager; S. R. Castor, assistant engineer; George I. Dewey, assistant body engineer; J. E. Walker, purchasing agent; K. C. Haven, assistant to designer, De Causse.

Second Row (left to right)—R. E. Murphy, second vice-president; J. J. Hines, assistant advertising manager.

Third Row (left to right)—C. J. Merklein, sales department; L. R. Hodge, assistant service manager; John W. Lee, Jr., merchandising manager; B. H. Gilpin, quality manager.

Fourth Row (left to right)—E. S. Marks, chief engineer; C. E. Hull, assistant treasurer; F. J. Leyerle, service manager; F. A. Barton, secretary-treasurer.

All were present excepting J. F. de Causse, head of the custom body department; W. H. Emond, chief body engineer; A. M. Taylor, sales promotion manager, and District Sales Managers G. W. Bartlett, M. C. Tetley, F. C. Van Derhoof, E. W. Killgore, J. E. Green, R. M. Collins and O. E. Lewis.

President's Luncheon Gala Franklin Affair

NEW YORK, Jan. 12.—For several years H. H. Franklin, president of the Franklin Automobile Company, maker of the Franklin car, has been giving "the president's luncheon" at the New York show. Today, in the east ballroom at the Commodore, 450 Franklin dealers sat down to the twenty-sixth occasion of the kind and heard from Mr. Franklin and his principal aids.

John W. Lee, the merchandising manager, gave the crowd some good ideas and added a thrill when he told something of the company's plans for 1927 business. Hugh H. Goodhart, advertising manager, presented some of the details that will feature the company's advertising this year and A. M. Taylor, sales promotion manager, added some interesting information as to what is on foot in the sales line.

Robert G. De Bow, who is vice-president and field sales manager of the Finance Corporation of America, made a talk on how the time payment plan operates in the fine car field, telling his hearers that the rich man is just as eager to take advantage of the benefits of the plan as is the buyer in the lower price classes.

Another speaker who was heard with close attention was Charles L. Lawrance. Mr. Lawrance is president of the Wright Aeronautical Corporation, which builds the Wright "Whirlwind" type engine. It was with a power plant of this design that Commander Byrd's plane was equipped when he made the first flight over the Pole. The more formal part of the program closed with a talk by E. S. Marks, chief engineer of the Franklin organization.

BUTLER HEADS ASSOCIATION

Youngstown, O., Jan. 12.—F. L. Butler of the Youngstown Packard Company is the newly elected president of the Youngstown Automobile Merchants Service Association. Other officers elected for the year were: F. D. Williams, Henderson, Roller Cadillac Company, vice-president; L. R. Hendricks, Moss-Schreiber, Inc., secretary; Murrell Jones, Ferris-Kroech Motor Company; C. P. Beade, F. P. Smith Company, and W. B. Montgomery, Maguire Auto Company, directors.

SIMILAR STATE PLATES HELP HOLD-UPS ESCAPE

Hartford, Conn., Jan. 12.—Because of the close resemblance of the new Connecticut car markers with those of the sister state of Massachusetts, hold-up men who attacked an employee of the Loomis Institute in Windsor have made good their escape.

The victim had his hands full with his assailants, but thought he had taken the right registration number from their plates. However, when the registration number in this state was looked up it was found to belong to a law-abiding resident in New Haven and his car had been in the garage all the evening. The Massachusetts motor vehicle department has been notified. The 1927 plates of both states are maroon background with white letters.

NORTH DAKOTA GAS TAX IN OPERATION 5 MONTHS

Grand Forks, N. D., Jan. 12.—The first five months' operation of the new 2-cent gasoline tax measure has brought $546,035.93 into the state treasury, a report shows.

Of this amount $460,000 has been paid to the state for credit in the highway funds. There have been 6,700 refund checks, totaling $84,127; fifty-nine were turned back for gasoline used in tractors and for other industrial purposes.

NEW TARIFF BOOST

Washington, Jan. 12.—Customs duties will be increased on all automotive vehciles under a new tariff which is being drafted for the Netherlands East Indies.

MARYLAND GAS TAX AROUSES WASHINGTON

Special from A. D. N. Washington Bureau

Washington, Jan. 12.—Motorists of the nation's capital are aroused over the proposal of Gov. Albert E. Ritchie of Maryland to increase the gasoline tax in that state from 2 to 4½ cents a gallon.

Representative Frederick Zihlman, of Maryland, whose district skirts the northwestern boundary of the District of Columbia, is making a bitter fight against the proposed increase. As thousands of motorists living in his Congressional district visit Washington almost daily, gasoline dealers across the line would suffer through the two-cent tax in Washington.

URGES MOTOR LAWS

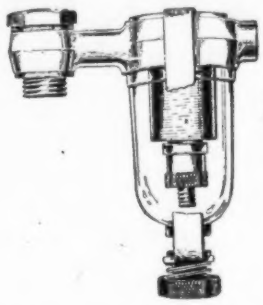
Raleigh, N. C., Jan. 12.—State licenses for operators of motor vehicles, lights at night for horse drawn vehicles and passage of a $30,000,000 highway bond issue were recommended by Gov. A. W. McLean in his annual message delivered before a joint session of the state legislature.

It's a Knockout the New

ZENITH FUEL FILTER

"Washes thru the Washers"

On exhibition for the first time—don't fail to see it



Price $3.00

Built on an entirely new principle, the Zenith Fuel Filter is provided with an *indestructible filtering element* consisting of *200 thin brass washers and spacers*, which filter the gasoline thru opening 3 times finer than the ordinary 60 mesh screen.

ZENITH-DETROIT CORPORATION

Manufacturers of

Zenith Carburetors

Space C-78 Third Floor, Grand Central Palace

WE INVITE dealers and distributors at the New York Show to make a careful and comparative examination of the new Locomobile 8-80. We believe you will feel, as we do, that this car fills a unique and important demand, which, coupled with our Model 8-66, at the new lower prices, will mean profitable business for dealers accustomed to a high class clientele.

LOCOMOBILE MODELS

"8-66"	"8-80"	"90"	"48," Series 10
$1785-$1895	$2850-$3065	$5500-$7500	$7400-$12000

LOCOMOBILE COMPANY OF AMERICA, Inc.

BRIDGEPORT, CONNECTICUT

Locomobile

SPARKS from the SHOW

Lynn Shaw's Problem

* * *

Seeing Broadway

* * *

Valentine and Color

* * *

A Frenchy Stutz

By Walter Boynton

R. M. W. SHAW, advertising manager for Olds Motor Works, has entirely reformed his policy of personal action during the show. Last year Mr. Shaw established a non-stop record so far as being awake was concerned, and was heard to say plaintively that he might just as well have engaged a parlor only at the Commodore, on the ground that he had no use for a bedroom at all while he was in New York. This year he has tried the plan of sleeping occasionally, and says that it has unexpected merit.

When Mr. Shaw was being interviewed he was shaving. As a matter of confidential information, Mr. Shaw has a very considerable acreage to mow when he shaves, since he is built on a fairly generous plan. He was called to the telephone several times during the interview, and retained his good nature—no mean feat.

When the shaving operation was completed, a considerable portion of overlooked lather decorated one of Mr. Shaw's ears, and a friend was unkind enough to say that some of the ivory chips from the head had probably leaked out. Even that did not disturb the Shavian good nature.

* * *

J. J. CARTER, factory manager of Olds Motor Works, was an early and interested arrival at the show. Don Prentis, sales promotion manager, is authority for a story about Mr. Carter. Mr. Prentis avers that he was driving north on Broadway at 9.30 one morning (going somewhere, he insists, and not merely coming back from somewhere of the night before) and observed Mr. Carter standing on the corner of 50th Street, busily engaged in watching a newsboy dispose of his wares. At half-past the noon hour, Mr. Prentis, returning from a completed appointment, observed Mr. Carter still standing on the same corner. The only change in the scenery was the addition of a bag of peanuts, which Mr. Carter was eating in a leisurely manner, apparently taking a little noon snack.

The explanation, according to Mr. Prentis, is that Mr. Carter was for some time connected with the Remy Electric Company at Anderson, Ind., where presumably the crop of both newsboys and peanuts is considerably smaller than it is in New York.

* * *

S. CLAYTON HILL, known to his friends as "Clayt," is now the assistant to the vice-president of Valentine & Co., makers of varnishes and colors. This firm has recently developed some interesting color schemes, taking as the basis of its operations the semi-precious stones. Samples of these have been secured from the British Museum in London, the Field Museum in Chicago and elsewhere, and among them are stones like the beryl, the chrysoprase, the lapis lazuli, the agate, the turquoise matrix and others. These have two distinct color elements, and what the Valentine company has done is to make up colors in two tones of pleasing contrast. The exhibit is attractively shown at the Commodore.

* * *

Speaking of Valentine & Co., I am reminded of a story about L. B. Valentine, president of the company. He is a mighty golfer and traveler, and thinks quite a little in terms of golf. On one trip to England he was the guest of an English gentleman who was very much up on golf and on American history. Passing a trophy of bronze cannon on the way to the links, Mr. Valentine's host said casually: "There are some of the cannon that we took from the Americans at Bunker Hill." Mr. Valentine said nothing at the time, but a little later he said to his host: "By the way, who has the hill?" History is silent as to the Englishman's come-back.

* * *

AMONG the special exhibits on the lobby floor of the Commodore is one of the Stutz Motor Car Company of America. It is a car of a unique type, originally shown at the Paris Salon, and representing what is said to be a most typical example of modern French design. It is surprisingly low and is unusual in the manner in which it is put together. The supports for the seats are attached firmly to the frame, instead of being made integral with the body, as is the usual custom. The riding qualities of the car are said to be unique.

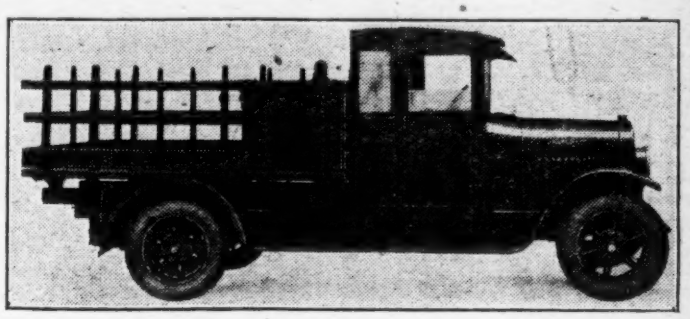
The doors are mounted on hinges that are like a universal joint, so that there is free play at the supports, and the connection between the cowl and the hood is flexible, too. The rear portion of the front seat is sufficiently flexible to permit it to be moved forward for ready entrance into the rear seat so that the car is very closely coupled, with seating accommodations for four. The rear portion of the top is collapsible and the body itself is a very light covering over a light supporting framework. This is, of course, in striking contrast to modern American practice, where the rigid body, of metal or wood, or their combinations, is almost universally employed.

I heard about the car while I was having tea with Jack Hiscock, the advertising manager for Stutz. Strange enough, Jack was most enthusiastic about the car and its advantages.

* * *

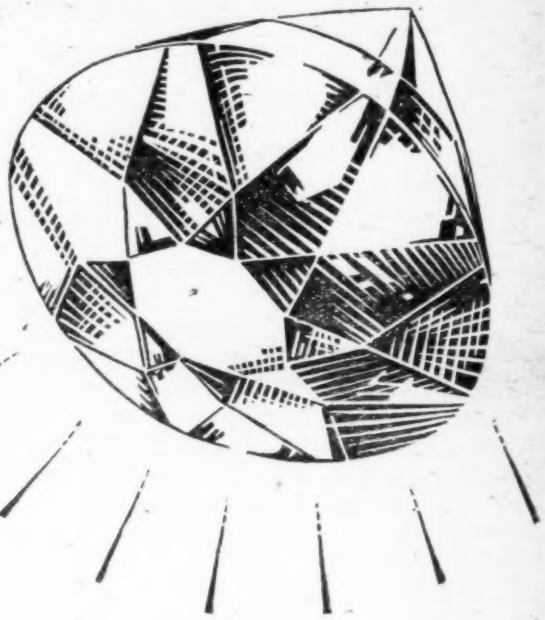
An interested and distinguished visitor to the show is Roger Sherman of Chicago, who possesses a name not unfamiliar to students of early American history. Roger is a member of the finance committee of Continental Motors, and an old associate of mine. In fact, "I knew him when" and preserve a discreet silence about him and his characteristics. He is a Sig, which means a great deal to the initiated, and a distinguished practitioner at the bar of Cook county, Illinois. In his college days, when it was lawful, he had other occupations.

STEWART ONE-TON BUDDY, introduced at the Grand Central Palace, the chassis of which is priced at $985, is worthy of note because of its high-speed construction and the substantially built yet comfortable cab.



TO RAISE SPEED LIMIT

Montreal, Jan. 12.—The Ontario government proposes to institute legislation during the coming session by which the speed limit on the highways will be raised from twenty-five to thirty-five miles an hour. This was intimated by the Premier and also by Hon. George S. Henry, minister of highways. Legislation providing for the carrying of lights by all vehicles and the recognition of all provincial highways as "stop" streets is also planned.



Have You Seen the Nitro-Valspar Jewel Colors?

A TREAT awaits you if you have not yet visited the Valentine exhibit, Rooms 639-41, Hotel Commodore.

No finer or more brilliant harmonies in color are to be found anywhere for automobile finishing. They duplicate nature's own Jewel Colors in just such combinations as nature herself has made.

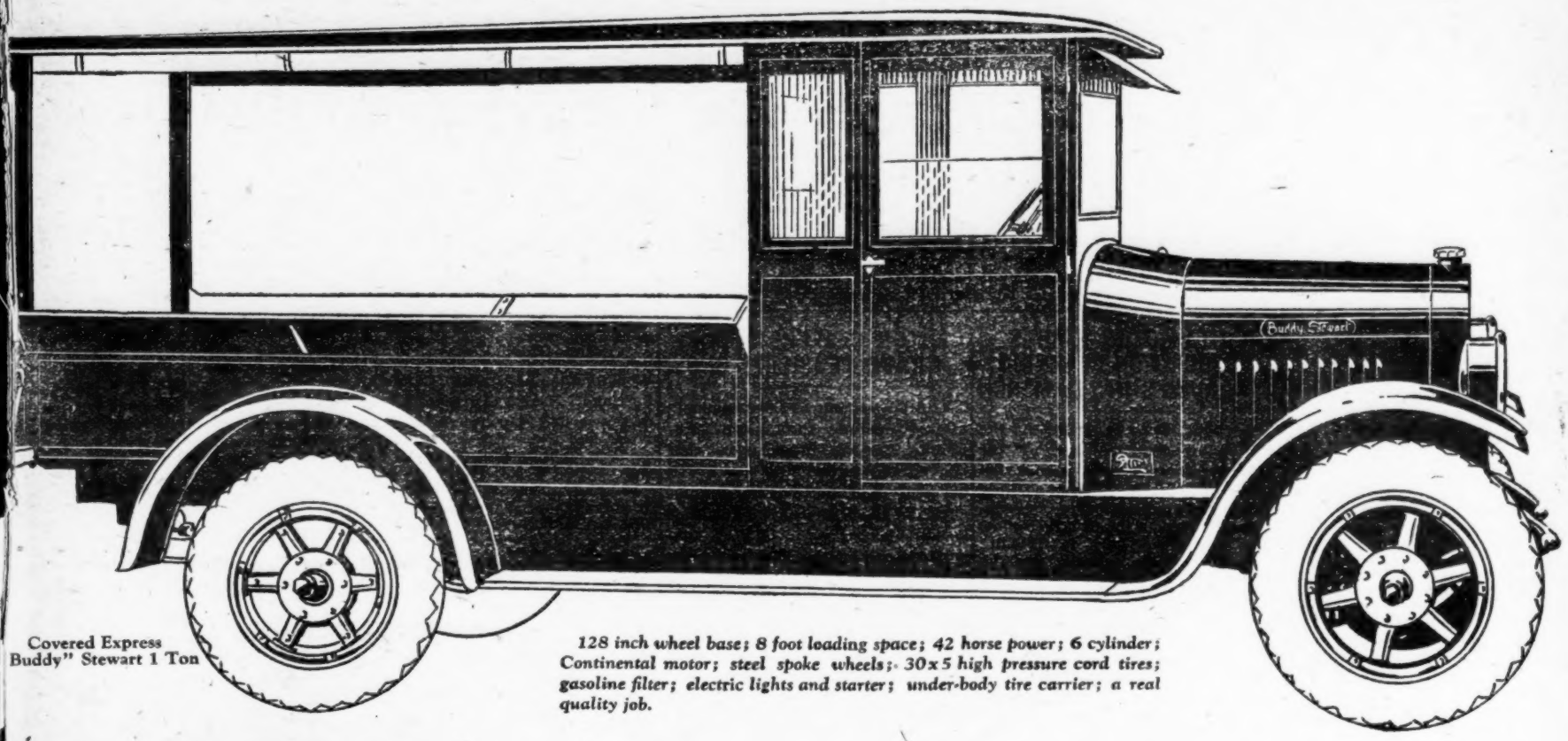
Unless you see this exhibit you will miss *the* color feature of show week.

NITRO-VALSPAR

The Valentine Lacquer Finish

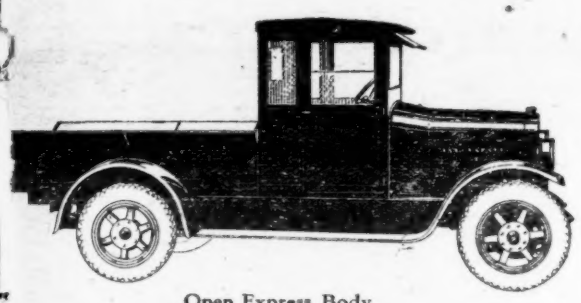
VALENTINE & COMPANY, New York, Chicago, Boston, W. P. Fuller & Co., Pacific Coast

A New 1 Ton Six Cylinder "Buddy" Stewart $985 Chassis

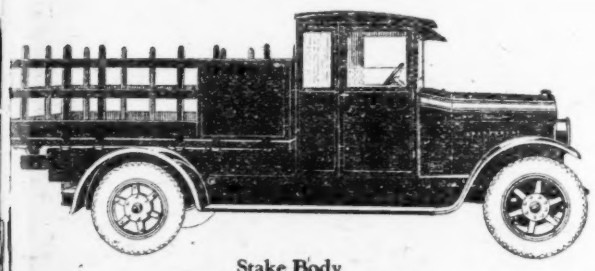


Covered Express
Buddy" Stewart 1 Ton

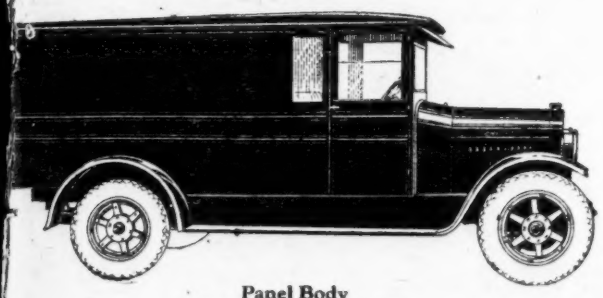
128 inch wheel base; 8 foot loading space; 42 horse power; 6 cylinder; Continental motor; steel spoke wheels; 30x5 high pressure cord tires; gasoline filter; electric lights and starter; under-body tire carrier; a real quality job.



Open Express Body
"Buddy" Stewart 1 Ton



Stake Body
"Buddy" Stewart 1 Ton



Panel Body
"Buddy" Stewart 1 Ton

ANOTHER milestone in the history of Stewart Motor Trucks is apparent upon the announcement of this latest addition to the Stewart family — the new "Buddy" one-ton truck.

Upholding the Stewart reputation for economical operation, unequalled riding and steering ease, together with the ability to stay on the road and out of the repair shop, the new "Buddy" Stewart commands the attention of all whose transportation problem involves dependable delivery service.

A glance at the one-ton "Buddy" Stewart specifications tells a real story to every prospective truck owner.

Powered by a six-cylinder, 42 horse power Continental Motor equipped with Remy ignition system. The rear axle is a sturdy truck bevel type and the brakes are large. 128 inch wheel base, 5 inch frame, 50 x 2½ inch rear springs, steel spoke wheels with 30 x 5 inch high pressure tires. Equipment also includes electric lights and starter, gasoline filter, under-body tire carrier and speedometer, ammeter and oil gauge mounted on a handsome instrument board.

Here is a rugged, long-wearing truck that is quality clear through, available in several standard body styles. $985 chassis. It's a remarkable truck at a remarkable price.

STEWART MOTOR CORPORATION, Buffalo, N. Y.

Export Branch: 90 West Street, New York City, U. S. A.
All Codes Used

See the Big Stewart Truck Exhibit at the New York Automobile Show in the Grand Central Palace, January 8-15, 1927.

Chicago Show—Coliseum, January 28 to February 6, 1927.

Other Models

4 and 6 Cylinder Motors

¾ Ton, 1¼ Ton
1½-2 Ton, 2 Ton
2½ Ton, 3½-4 Ton
Also 18 and 25
Passenger Bus Chassis

All Prices f. o. b. Buffalo

Stewart MOTOR TRUCKS

To Dealers

The Stewart franchise is liberal and a money maker.

Write or wire

CARS INCREASE IN KENTUCKY

License Figures Total 280,171, a Gain Of 16,667

Frankfort, Ky., Jan. 12.—Automobile registrations for 1927 licenses promise to break all records, Col. N. O. Gray, assistant state tax commissioner and head of the Automobile Department of the state, says in giving out the registration of cars to date.

The figures show an increase of 16,667 cars with 1927 plates, as 280,171 licenses have been issued to date. Last year the total registration was 263,504 cars.

The figures for this year will be slightly increased, Col. Gray said, as all of the county clerks have not yet made full settlements. These figures include motorcycles registered, which declined from 705 to 672 for this year.

The total collections of the department for 1926 is $4,045,933.11, compared with $3,740,103.36 for 1925, giving an increase of $305,829.75 for the year.

Col. Gray and his helpers are busy at work now compiling lists of the 1927 registrations, which they hope to have completed soon.

The registrations for 1927 and 1926 follow:—

Type of car.	1927.	1926.
Passenger	249.412	235.154
Truck	28.925	26,526
Dealer	1,162	1,119
Motorcycles	672	705
Chauffeurs' licenses	9,299	8,837

CHANDLER MOTOR OF BOSTON IN NEW HOME

Boston, Jan. 12.—The formal opening of the new Boston home of the Chandler Motor Car Company at 900 Commonwealth Ave. took place Monday, with Fred A. Hoover, president and general manager of the company, in charge of ceremonies. The new quarters will cover more than 37,000 square feet of floor space, an area said to be the largest of any automobile distributor in this city.

The feature of the display on the opening day was the first New England showing of the new Chandler Royal Eight simultaneous with its first national appearance at the New York show. Previous to the removal from the old quarters at 712 Beacon St. a very successful auction sale disposed of all the stock of used cars on hand.

Minor, Falsifying in Car Deal, Cannot Recover at Maturity, High Court Says

Special from A. D. N. Washington Bureau

Washington, Jan. 12.—A minor who misrepresents his age in the purchase of an automobile on a conditional bill of sale cannot recover payments made on a car after he reaches legal maturity. This, in effect, is the decision of the United States Supreme Court, which is regarded as of vital importance to automobile dealers throughout the country.

The decision was handed down in the suit of Clarence H. Myers against the Hurley Motor Company, Inc., both of this city. The decision, in part, says:—

"It is against natural justice to permit an infant to recover money paid for the property without first compelling him to account for the injury which his deceit has inflicted upon the other person."

It also was ruled that the amount of damage sustained by the Hurley company could be allowed to the company only in abatement or diminution of Myers's claim and that the company could not recover any excess.

On April 28, 1923, Myers, then 20 years old, contracted for a Hudson used touring car for $650, claiming he was 24 years old. He made payments amounting to $406, but on October 23 of the same year defaulted and the company repossessed the car.

Attaining legal age on October 21, 1923, Myers on November 1, disaffirmed his contract and demanded return of the money he had paid on the car. Upon refusal of the company he brought suit. The company set up a counter claim for $525.96 for repairs and expense to recondition the car. The case finally reached the Supreme Court on appeal from the district courts.

WICHITA MOTOR TRADES ASSOCIATION PLANNING AUTO SHOW IN MARCH

Wichita, Kan., Jan. 12.—At the regular weekly meeting of the Wichita Motor Trades Association plans were made for the coming motor show, March 14-19. The association plans a much larger show than has been held in Wichita heretofore. Floor space for the show will be triple that of last year.

There will be twenty passenger car exhibits, in addition to bus, truck, accessories and tires, airplanes and airplane supplies. Karl Mosbacher was chosen chairman of the show committee. Other members of the committee are Carl Evans, Harry Ridings, R. D. McKay and William Henning. Two automobile companies, the Wichita Marmon Company and the Simpson Motor Company, were added to the roster of the association at the meeting.

CANTON DEALERS WILL HAVE FEBRUARY SHOW

Canton, O., Jan. 12.—Announcement is made by the Canton Automobile Dealers Association that the annual automobile show will be held at Land o' Dance, February 14 to 20, and anticipates that it will be by far the biggest and best car exhibit that has ever been offered in this section of the state.

Almost every model and make of car will be displayed at the show, for which elaborate preparations are being made by the Canton dealers and distributors. The committee in charge of the show includes Carl Dunkel, chairman; George Monnot, George Maloney, Charles F. Jamieson, Howard Ehmann, John Pearl, Ralph E. Hay and Clifford Bolander, the latter being manager of the show for the association.

SANDLIE MOTOR CO. IN GRAND FORKS, N. D., HOLDS SALES MEETING

Grand Forks, N. D., Jan. 12.—The J. E. Sandlie Motor Company held a Buick sales and service meeting here on January 6 and 7. Talks were given by M. B. Clements, assistant sales manager of the Pence Motor Company, Minneapolis; S. A. Walton, service manager at Minneapolis; W. A. McMillian, branch manager of the Pence Auto Company; J. E. Sandlie, president of J. E. Sandlie, Inc.; John H. Sandlie, retail sales manager; H. J. Franklin of the wholesale department; Cliff Bratland, manager of the service department; S. J. Martineau, service foreman, and A. T. Banik, cashier.

The following Buick dealers represented the Grand Forks territory:—

Amundgaard Machine Company, Argyle, Minn.; Anderson & Melin, Warren, Minn.; N. Bennington, Crookston, Minn.; Christianson & Mellum, Rolette, N. D.; J. K. Groven, Hatton, N. D.; Gulbro Implement Company, Pekin, N. D.; Gunnerud Brothers, Silva, N. D.; Helmark Brothers, Warwick, N. D.; L. B. Hagen, Fertile, Minn.; Kittelson Brothers, Fertile, Minn.; Lake Chevrolet Motor Company, Devils Lake, N. D.; Links Garage, Brinsmade, N. D.; Lamoureux Brothers, Dunseith, N. D.; J. P. Larson, Lakota, N. D.; Joseph Lorenz, Nekoma, N. D.; James McLauchlin, Langdon, N. D.; Glenn E. Morrison, Bathgate, N. D.; W. A. Munro, Rolla, N. D.; E. L. Nyhus, Edmore, N. D.; Orvik & Hegg, Michigan, N. D.; Peoples Auto Company, Red Lake Falls, Minn.; Leon F. Peppard, Drayton, N. D.; D. W. Sitzer, Minto, N. D.; A. W. Poyzer, Mylo, N. D.; O. C. Platz, Wales, N. D.; Skadsdamen Brothers, Sharon, N. D.; J. E. Stutsman, Cando, N. D.; Nick B. Thompson, Mahnomen, Minn.; Wynne & Tagland, Fosston, Minn.; Elmer Wardrope, Leeds, N. D., and A. T. Gronvold, Rugby, N. D.

LICENSE RUSH ON AT VANCOUVER, B. C.

Vancouver, B. C., Jan. 12.—Nearly $300,000 has already been collected by the automobile license department at the court house from 1927 licenses. The first rush is over, and there were 1,900 applicants in one day, compared with 2,300 on the previous day. The receipts for these days were $42,000 and $46,000 respectively.

Due to the poor response from the motoring public during the last two weeks of December, motor license officials do not expect to open the license office on December 15 in future years. The early opening of the office this year was in the nature of an experiment, and as it has not received the co-operation of the public, it is not expected to be repeated.

NASH SALESMAN IN PORTLAND REWARDED

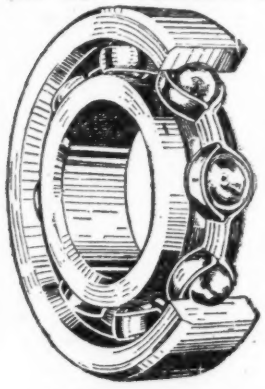
Portland, Ore., Jan. 12.—Glenn W. Selleck won both first prizes in the sale contest conducted by the Wentworth & Irwin Company, Portland Nash distributor. He was awarded $50 for total gross sales and $50 for the greatest number of units sold. E. G. Kreisel took second prize of $20 in gross sales and an equal amount went to Ray Ward as second prize in number of units sold. Lawrence Beach won third prize of $15 for total gross sales and split third prize for total units with Arthur Adrian. The contest is conducted as a means of rewarding salesmen for their work leading up to the holiday season and is staged periodically.

Pierce-Arrow Line Popular in Boston

Boston, Jan. 12.— The past year was an exceptionally good one for the local Pierce-Arrow Sales Corporation, both in passenger cars and commercial vehicles, in the Boston territory, according to an announcement just made by C. H. Richards, vice-president and general manager. The business of this concern shows a decided increase over that of previous years despite the fact that it was necessary for the corporation to change its place of business several times during the year.

The passenger car business increased over the previous year, while the heavy duty truck business showed a material increase over the corresponding period. The surprising feature of this business was that the months of November and December disclosed sales practically equivalent to the summer months' buying season in volume and the new Model 36 has been featured by the Boston public.

THE MOST COMPLETE LINE OF TYPES AND SIZES IN AMERICA



Fafnir service in keeping with Fafnir quality!

TO help maintain Fafnir's reputation for prompt service, this company keeps on hand the largest and most complete stock of ball bearings in the country.

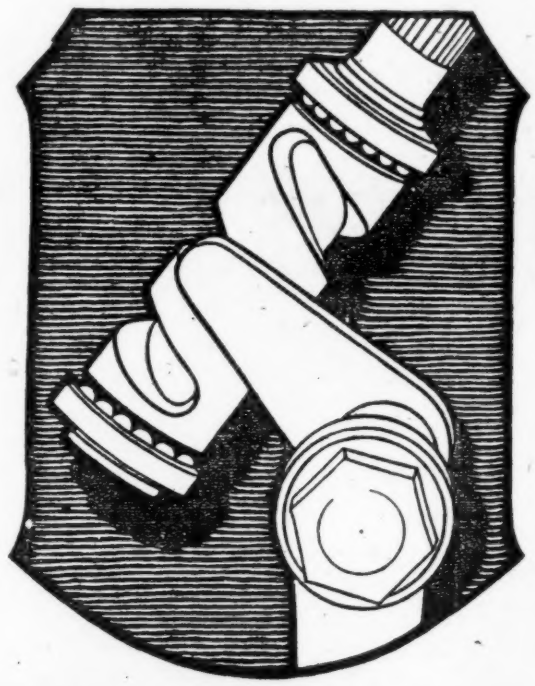
As a result, practically all orders are filled from stock the same day the orders are received.

THE FAFNIR BEARING COMPANY, NEW BRITAIN, CONN.

Makers of high grade ball bearings—the most complete line of types and sizes in America

Newark Cleveland Chicago Detroit

FAFNIR BALL BEARINGS



ROSS CAM and LEVER STEERING GEARS

"Double Your Ability to Handle Your Car"

Standard equipment on more cars, trucks and buses than any other steering gear . . . because they produce easier steering, dependable control and greater safety.

Ross Gear & Tool Co., Lafayette, Ind.

[Grand Central Palace ~ Space C-43]

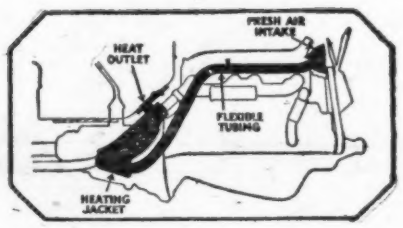
Now is the time they want heat

A FIVE year's study of the temperature ranges in ten leading American cities, shows that more cold and disagreeable weather occurs in January, February and March than any other part of the winter.

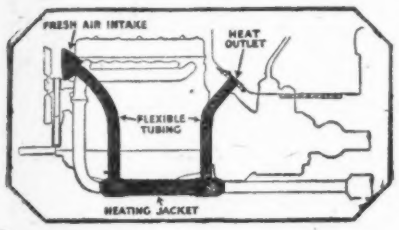
Cold weather is the best heater salesman there ever was. Now is the coldest time of the year. That's why Perfection Heater dealers are doing a land office business.

Just tell 'em that $5, $8 or $10 buys the clean, quick, safe heat of the Perfection Heater, and they'll buy.

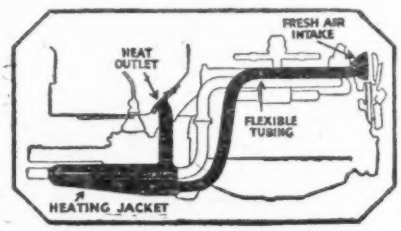
THE PERFECTION HEATER & MANUFACTURING CO.
Cleveland, Ohio



No. 652. For Dodge, Hudson, Oldsmobile, Cleveland, Jordan and Diana.



No. 653. For Buick, Nash, Studebaker, Moon, Paige and Jewett.



No. 654. For Overland, Hupmobile, Willys-Knight and Chrysler.

Also for Ford, Chevrolet, Star and Essex

PERFECTION MOTOR CAR HEATERS

RECEIVERSHIP FOR WILSON BODY FIRM

Moline Company Is Solvent; Operations Will Continue

Moline, Ill., Jan. 12.—The E. H. Wilson Manufacturing Company, maker of automobile bodies, mechanical rubber goods, batteries and metal stampings, has gone into an equity receivership with L. L. Harr of the L. L. Harr Corporation of New York as receiver under $100,000 bond.

The action had been taken by bondholders and other creditors, with approval of the company's directors, to meet a financial crisis which arose from the seasonal decline in demand for its products, heavy inventories of unfinished goods and a shortage of current working capital. The company is solvent, with assets of approximately $2,000,000 and liabilities of about $1,000,000, including $475,000 first mortgage bonds.

The company was incorporated about two years ago as the outgrowth of the Moline Body Corporation, and is operating three plants. The receiver and officers of the company state that operations will continue, with orders on hand to insure capacity production throughout the year with a force of about 500.

PLAN SALES EXPANSION AND BIGGER OUTPUT OF JUPITER SPARK PLUGS

Seattle, Wash., Jan. 12.—George S. Rankin, president, and H. R. Mitchell, general manager of the Jupiter Spark Plug Company, local plug makers, have gone to Oregon and California to extend distribution of their product.

R. C. Wood will be in charge as office manager until Mr. Mitchell's return.

The company is stocking material heavily, preparatory to getting on a daily output of 5,000 plugs.

"We opened our plant eighteen months ago," said Mr. Mitchell, "and our distribution avenues are well established in this state. So we must expand. Our product has been received cordially by many large operators, and we are delighted with the last year's growth of business."

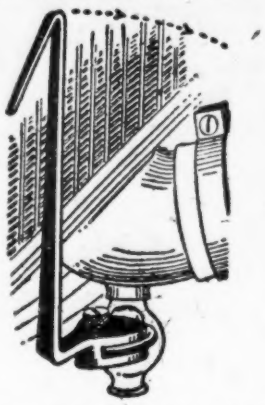
KENTUCKY CITIES WILL ENFORCE TRAFFIC LAWS

Ashland, Ky., Jan. 12.—On receipt of instruction from Griffin Kelly, Commissioner of Motor Transportation, to the effect that all motorists in Kentucky are expected to obey the traffic regulations regarding fire trucks, ambulances, etc. Chief of Police Burris Hensley of this city has issued a warning that all drivers disregarding such regulations will be arrested. This city is the second in the state to put on a drive in this connection. Others will follow soon.

New Automotive Equipment

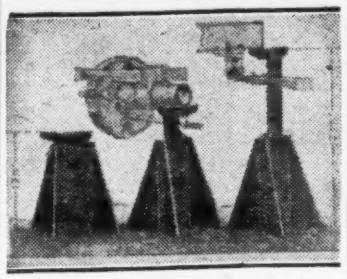
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

RADIATOR PETCOCK WRENCH



A wrench for opening and closing the radiator petcocks on Ford cars, made of heavily nickeled solid brass, is manufactured by the Universal Test Equipment Company, 2941 North Oakley Ave., Chicago. The end of the handle is pointed, enabling the owner to remove any foreign matter that clogs up the mouth of the draincock. It is claimed that the tool is so designed that it cannot slip, thereby preventing damage of the petcock.

AUTOMOBILE SUPPORT



Positive and safe support for cars when jacked up for inspection or repair is afforded by the Hi-Lo Horse, made by the Garage Utilities Company, Inc., Hackensack, N. J. It is constructed of very strong material, so as to support even the heaviest vehicles. The base is made of heavy steel plate with spacers riveted to them, while the adjustable extension giving the desired height and sliding between steel plates and spacer bars is of high-carbon drop-forged steel. The pawl is of drop-forged steel with heavy shoulders lapping top of the base.

Ensworth & Son Report Best Year

Hartford, Conn., Jan. 12.—L. L. Ensworth & Son, wholesalers of automotive accessories, went "over the top" in 1926 by a handsome margin.

Business in all lines showed a decidedly good gain, General Manager James P. Sprague announces, and increased materially after the firm moved to its new quarters on State Street, in a four-story building.

Heavy garage equipment and time-saving equipment have been big factors in sales during the past six months. Compressed air washers and painting outfits, air compressors, valve grinding tools and garage specialities also have been much in demand, Mr. Sprague reports. "Last year was the best year since we went into the accessory field," he said.

BUS COMPANY APPEALS SURETY BOND RULING

Memphis, Tenn., Jan. 12.—An appeal to the higher courts was taken Saturday, when drivers of the Williams Bus Company of North Little Rock, Ark., were convicted there of violating an ordinance requiring $10,000 accident surety bonds payable to the city.

The ordinance applies to intracity operations. Though the company makes through runs to a tie plant outside the city, the municipality contends that free conveyance of passengers who get on by mistake and ride short distances constitutes intracity operation.

SEES CAR OF FUTURE

Frankfort, Ky., Jan. 12.—The State Highway Department of Kentucky has issued a statement of Charles F. Kittering, Director of the General Motors Research Labaratory, to the effect that it will not be long until the automobile will be an inclosed car, weighing not more than 1,000 pounds, and will make 100 miles on one gallon of gasoline.

Main Auto Supply Business Gains 20% in 1926; Radio Station Aids Sales

Fort Wayne, Ind., Jan. 12.—Gross business of the Main Auto Supply, a leading auto accessory jobber of this city, increased 20 per cent. during 1926 over the 1925 business, according to Clyde Durbin, vice-president.

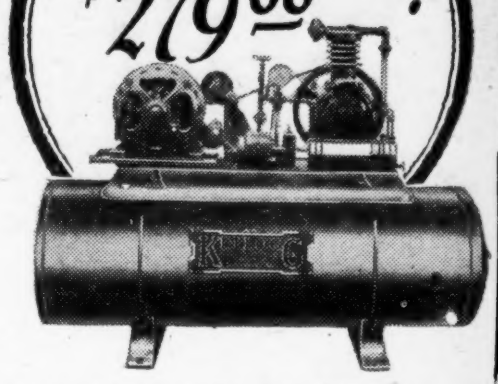
"Business prospects for 1927 are exceedingly bright," Mr. Durbin declares. "We are finding that the trade in winter months just about equals the summer trade, as accessories used mainly in winter are higher in price, which helps in maintaining income although the number of sales decreases."

The Main Auto operates the WOWO radio broadcasting station, now recognized as a Class B station by the government. Mr. Durbin gives credit to the station as an efficient advertising aid. "Our salesmen," he declares, "can step into any accessory station in our territory and upon announcing their firm's name can immediately establish congenial relations, as most of the stores handle radio sets and test them out on our station. The name, Main Auto Supply, goes out to all our customers and prospects every day through the air, and we have found ready admittance to business houses by means of the radio station."

The company spends 3 per cent. of gross income on advertising, one of which is used in newspaper display and the other two in radio broadcasting.

A Compressor you can depend on!

$279.00



EM261-S

Specifications

- 1½ horsepower motor
- 60 gallon tank
- 8 cubic feet of air
- Self-cleaning check valves
- Patented pump and splash lubricating system
- Honed cylinders
- Air cleaner and muffler

First, compare the Kellogg EM261-S both as to specifications and price, that is dollar for dollar value, with any other compressor on the market—then ask any garage operating a Kellogg EM-261 the kind of day in and day out performance it gives 365 days in the year for tire filling or shop practice—then you will realize why

"It pays to buy a Kellogg"

KELLOGG MANUFACTURING CO.
111 Humboldt St. Rochester, N. Y.

YOU ARE INVITED TO VIEW AN EXHIBIT OF

CLARK AXLES AND STEEL WHEELS FOR TRUCKS AND BUSES

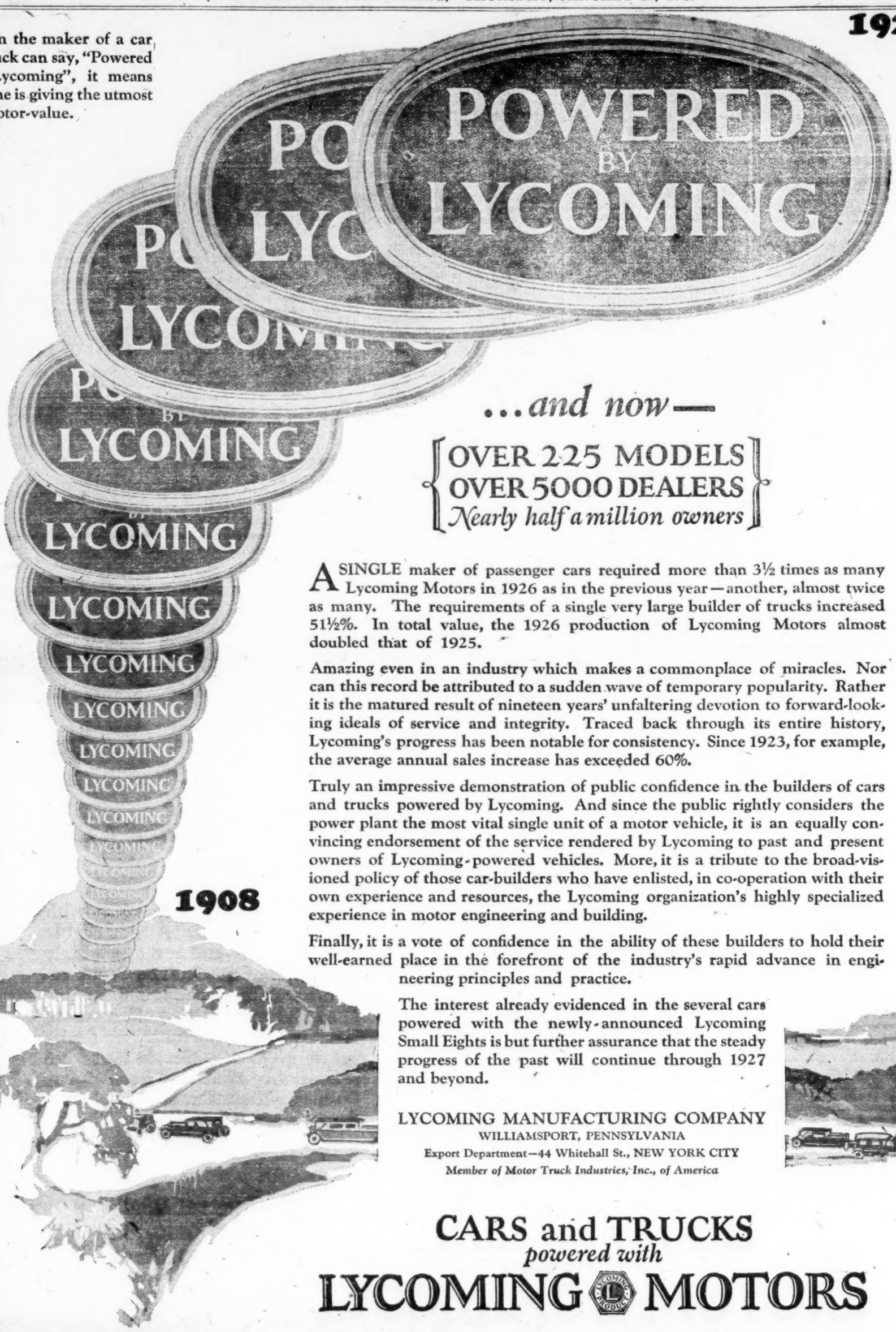
AT "THE COMMODORE" NEW YORK

JAN. 8TH TO 15TH, 1927

CLARK EQUIPMENT COMPANY
BUCHANAN, MICH.

When the maker of a car or truck can say, "Powered by Lycoming", it means that he is giving the utmost in motor-value.

1927



...and now—

OVER 225 MODELS
OVER 5000 DEALERS
Nearly half a million owners

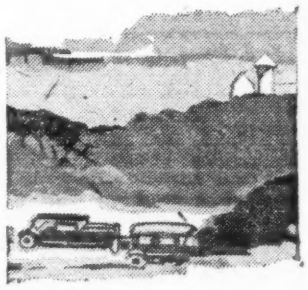
A SINGLE maker of passenger cars required more than 3½ times as many Lycoming Motors in 1926 as in the previous year—another, almost twice as many. The requirements of a single very large builder of trucks increased 51½%. In total value, the 1926 production of Lycoming Motors almost doubled that of 1925.

Amazing even in an industry which makes a commonplace of miracles. Nor can this record be attributed to a sudden wave of temporary popularity. Rather it is the matured result of nineteen years' unfaltering devotion to forward-looking ideals of service and integrity. Traced back through its entire history, Lycoming's progress has been notable for consistency. Since 1923, for example, the average annual sales increase has exceeded 60%.

Truly an impressive demonstration of public confidence in the builders of cars and trucks powered by Lycoming. And since the public rightly considers the power plant the most vital single unit of a motor vehicle, it is an equally convincing endorsement of the service rendered by Lycoming to past and present owners of Lycoming-powered vehicles. More, it is a tribute to the broad-visioned policy of those car-builders who have enlisted, in co-operation with their own experience and resources, the Lycoming organization's highly specialized experience in motor engineering and building.

Finally, it is a vote of confidence in the ability of these builders to hold their well-earned place in the forefront of the industry's rapid advance in engineering principles and practice.

The interest already evidenced in the several cars powered with the newly-announced Lycoming Small Eights is but further assurance that the steady progress of the past will continue through 1927 and beyond.



LYCOMING MANUFACTURING COMPANY
WILLIAMSPORT, PENNSYLVANIA
Export Department—44 Whitehall St., NEW YORK CITY
Member of Motor Truck Industries, Inc., of America

CARS and TRUCKS
powered with
LYCOMING MOTORS

FOR NINETEEN YEARS BUILDERS OF QUALITY PRODUCTS

Dealer Activities

NEW STUDEBAKER DEALER NAMED IN CLEVELAND

Cleveland, Jan. 12.—The Studebaker Corporation today announced appointment of the Berger Motor Company, 7029 Euclid Ave., as its east end sales representative, thus continuing the company's policy of decentralizing sales in Cleveland. J. V. Berger is president of the new company. He was formerly with the Dorner-Berger Motor Company.

McCABE EXECUTIVES CELEBRATE LARGE SALES

San Diego, Cal., Jan. 12.—The close of their largest and most successful year's business was celebrated recently by the executive members of the C. W. McCabe, Inc., Dodge dealer organization, with a two-day frolic at the San Diego Country Club. A thirty-six-hole golf match and a clay bird trap shoot with trophies for winners and runners-up were features. A banquet was the final event of the frolic, which is a semi-annual event.

STUDEBAKER BRANCH NOW BEARS KELLEY'S NAME

Boston, Mass., Jan. 12.—The name of the Studebaker Sales Company's branch at 1441 Beacon St., Brookline, has been changed to H. J. Kelley Studebaker. Mr. Kelley opened the branch on September 1 last year and has established a surprising volume of business. He has just completed his thirteenth year as a seller of Studebakers. He began with the Donovan Motor Car Company, of which concern he became sales manager in 1918 and vice-president in 1925. At the retirement of the late Joseph S. Donovan he became associated with the Studebaker Sales Company, which connection he still maintains and from where deliveries are made on the sales from his branch.

DEALER IN VANCOUVER BUYS GARAGE FOR SERVICE

Vancouver, Wash., Jan. 12.—Purchase of the Ballard-Thompson Motor Company, local tire and accessory dealer and service garage, by the Du Bois-Johnson Motor Company, Vancouver automobile dealer, is announced by Richard Du Bois, manager of the latter concern. Merle Eisenhart will continue as foreman, with the same force of mechanics. The new owners will use the garage as the servicing department for their firm.

Fire Losses

A $250,000 DEALER FIRE

Philadelphia, Jan. 12. — More than fifty motor cars were destroyed in a fire which swept the three-story building of the Tremblay Motor Company, 215-217 North Broad St., causing damage estimated at $250,000. Lee W. Tremblay is president of the company, which handles the Rollin car.

$50,000 PARTS FIRE

Regent, N. D., Jan. 12.—Fire damaged the Cut Rate Auto Parts Company Building last week, causing a loss of about $50,000 to the owner, Reuben Leibowitz. The loss is covered by insurance.

GARAGE DESTROYED

Regent, N. Dak., Jan. 12.—Fire of unknown origin has destroyed the A. D. Van Houten garage here, with fourteen autos and trucks and all stock and garage equipment.

Personal Items

RANIER VISITS FLORIDA

Miami Beach, Fla., Jan. 12.—J. T. Ranier, widely known automobile man of New York, is a visitor here. Mr. Ranier formerly was manufacturer of the Ranier motor car.

HUNTER SHOP FOREMAN

Asheville, N. C., Jan. 12.—S. A. Hunter, veteran automobile man of this city, has just been appointed shop foreman of the Richbourg Motor Company, Asheville Ford and Lincoln dealership.

Have you seen the Great 25th ANNIVERSARY FRANKLIN?

SIMPLEX Piston Rings

Simplex Piston Rings supersede all other methods of rebuilding cylinders and pistons.

GUARANTEED 10,000 MILES

against Oil Pumping, Piston Slap and Compression Loss

See this short-cut scientific method of reconditioning all cylinders, no matter how worn, tapered, out of round or heat distorted.

Booth D-136

THE SIMPLEX PISTON RING COMPANY OF AMERICA, Incorporated

1972 East 66th Street

CLEVELAND, OHIO

Incorporations

NEW YORK

Albany, Jan. 12.—New automotive concerns which have just been granted incorporation charters by the secretary of state are:—

Rose Taxi Corporation, Manhattan, $5,000; real property; Harry Gehn, 2322 Valentine Ave., Bronx; Rose Cohen, 883 56th St., Brooklyn; Samuel Slonin, 1440 Broadway, Manhattan.

Dollar Cab System Brokerage Company, Inc., Buffalo, $500; passenger transfer business; Samuel Morofsky, 89 Hanover St., Rochester; Morris and Esther Dolitz, 240 William St., Buffalo.

The Auto Hotel, Inc., White Plains, $10,000; operate and maintain garages, sell gasoline, etc.; Herman Stockel, 1617 Nelson Ave.; Peter Zaun, 501 West 168th St., Manhattan; George Stockell, 1815 University Ave., Manhattan.

D. J. L. Trucking Corporation, Brooklyn, $20,000; general trucking; Selma Williams, 971 50th St.; Frank Cohn, 1335 56th St.; David Finck, 1454 54th St., Brooklyn.

Washington Automobile Driving School, Inc., Brooklyn, $5,000; instruction in automobile driving; Katherine Solomon, Israel Rainess, 601 West 184th St., Manhattan; Harry Rainess, 1307 Pacific St., Brooklyn.

Dissolution

Sobol Brothers Gasoline Stations, Inc., Manhattan.

Increase Capital Stock

Kerns Tire Stores, Inc., Manhattan, from $100,000 to $150,000.

Obituary Notes

S. P. FENN

Cleveland, Jan. 12.—S. P. Fenn, vice-president of the Sherwin-Williams Company and a leader in welfare work, is dead here. All Sherwin-Williams plants in the United States and Canada closed down for the day of the funeral, under orders of George A. Martin, president. Pallbearers who represented the Sherwin-Williams Company included Mr. Martin, DeWitt Whittlessy, Ed M. Williams, Phil Styer and John Weber.

WALTER J. COE

Boston, Jan. 12.—Walter J. Coe, president of Coe Motors, Inc., Ford and Lincoln distributor at 637 Washington St., Brookline, died last week. He had been in ill health for some time, and had planned to take a less active part in the business of which he and his brother, Charles F. Coe, were the proprietors.

FEDERAL Scout One Ton Truck

With Truck Engineering Throughout

Now for the first time FEDERAL Quality and Performance at $995

CHASSIS F.O.B. FACTORY

A one ton truck with *stamina*—with *power*—with *speed!* A remarkable money-maker—and at the amazingly low price of $995. The Scout together with the Federal complete line (1 to 7½ ton capacities) offers an unusual profit-opportunity no dealer can afford to miss. Get the facts from a company that has been doing business with dealers and distributors for 17 years.

FEDERAL MOTOR TRUCK CO., Detroit

See Federal Display at New York and Chicago Shows

LOWER COST per TON MILE

PRICES REVISED ON TRUCK TIRES

Stabilized Quotations Since November Cuts Listed

Akron, O., Jan. 10.—Because of the usual policy of revising price reductions some little time after the cut has been made, rumors to the effect that a price cut was contemplated have been current in some localities.

Such a cut, however, is unfounded, according to rubber men in this city, although a price revision has been made which became effective on January 1 in most instances. This revision is always necessary in order to adjust the price list after a drastic cut such as that of November. In this particular case the revisions apply only to the pneumatic truck tires in balloons and also high pressure, the passenger car prices being accurate in practically every case. Tubes also came in for a revision beginning January 1, but this is all that the revisions cover.

Considering only the tire revisions, they will probably average about 10 per cent. lower than the November lists, although in some certain type or size the reduction may be greater.

The following is the new list of truck tires of one of the large rubber manufacturers here, these same figures being applicable to the other manufacturers of large sizes, prices being practically equalized whatever major factory's prices are considered.

The Goodyear Tire and Rubber Company, the B. F. Goodrich Rubber Company, the Miller Rubber Company, the Firestone Tire and Rubber Company, and the General Tire and Rubber Company, have all made price revisions effective January 1, and this one list will serve as a workable standard regarding the revision for the entire group.

BALLOON TIRES

Size.	New Price.	Nov. Price.
34x7.30	$34.70	$36.55
34x7.50	44.80	47.15
35x7.50	53.10	55.90
36x8.25	60.95	67.70
37x8.25	62.20	69.10
38x8.25	65.00	72.20
38x9.00	69.30	77.00
39x9.00	71.35	79.30
40x9.00	73.35	81.50
40x10.50	92.15	102.40
41x10.50	94.50	105.00

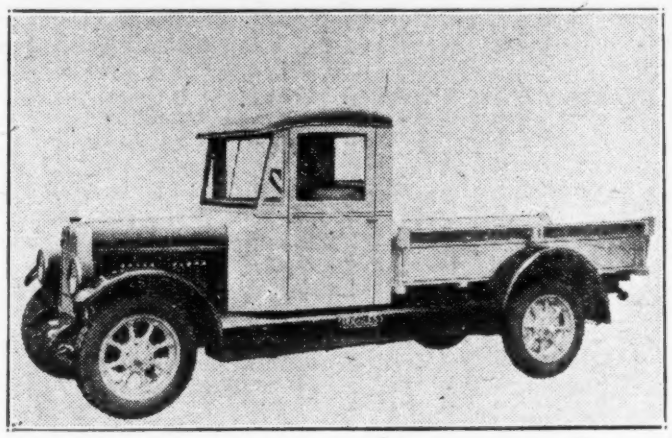
HIGH PRESSURE TIRES

32x6	$45.90	$51.00
36x6	50.40	56.00
34x7	65.05	72.25
38x7	70.65	78.50
36x8	92.25	102.50
40x8	99.00	110.00
38x9	148.55	156.35
42x9	164.70	173.35
40x10	207.50	218.40

EASTMAN RE-ELECTED

New York City, Jan. 12.—Lee J. Eastman, president of the Packard Motor Car Company of this city, was re-elected president of the Broadway Association at its annual meeting of officers and directors at the Hotel Astor.

NEW RUGGLES 1¼-TON TRUCK, Model 18, equipped with the new coupe cab ruggedly built of metal and equipped for comfortable and safe riding. The truck is built low and designed for speedy and flexible operation.



RUGGLES BRINGS OUT NEW MODELS

New Machines Are Low and Built For Speed

New York, Jan. 12.—Two new models have been announced by the Ruggles Motor Truck Company, Saginaw, Mich.—Model 18, which has 1¼ ton capacity, and Model 25, a 2 ton truck. They are built low and constructed to give high speed and flexibility.

Four bodies are built for Model 18: platform body with two section stake rack and sign board, express body with flare sides and stake pockets, express body with three post full canopy and curtains and de luxe inclosed panel of plymetal construction with dome lights.

The new Ruggles Coupe-cab is of metal construction with slanting windshield, full length doors, with drop plate glass windows, adjustable windshield; tapered cowl, instrument panel, deep cushioned divided seat with spring padded lazy back, which gives the driver passenger-car comfort. Standard chassis paint is black Duco with Ruggles gray Duco wheels. Standard bodies and cabs finished in Ruggles gray Duco with Royal blue striping. Panels and bodies finished in two-tone cream and Royal blue Duco.

Model 18 has a Lycoming CT four-cylinder engine, 3¾x5, with four-bearing crankshaft and force-feed lubrication. Buyers may also obtain a six-cylinder Lycoming S engine for this chassis, which is 3¼x5. The standard transmission in either case is unit with the engine. The bevel gear rear axle has tapered roller bearings and a one-piece pressed steel housing, electrically welded.

The chassis is low, with underslung rear springs and cutout frame construction over the rear axle. Wheelbases of 134 and 154 inches are optional. Hexdee spring controllers are used throughout, and steel spoke wheels with 30x5 pneumatic tires are standard equipment, which also includes lights, generator, battery, speedometer, ammeter, horn, spare tire carrier and complete set of tools.

Model 24 has a six-cylinder Lycoming engine, 3⅝x5, four-bearing crankshaft, force-feed lubrication, centrifugal water pump, standard transmission mounted in unit with the engine, Wisconsin heavy duty full floating rear axle of double-reduction bus type with inclosed gears running in oil. The chassis is built in three wheelbase lengths: standard 160 inches, long 177 inches and extra long 189 inches.

In body styles, cab design, color scheme and equipment, the Model 25 parallels the 1¼-ton truck.

TO MARK HIGHWAYS

Washington, Jan. 12.—All highways in New Brunswick, Canada, will be numbered by the New Brunswick Automobile Association this year.

FIRESTONE EMPLOYEES INCREASE SAVINGS

Akron, O., Jan. 12.—Compared with 3,000 members and a club of $210,000 in 1926, the Firestone Park Trust and Savings Bank announces a new record enrollment of 4,715 in the 1927 Christmas Savings Club, with a total of $451,262, as of December 9. It is expected that the total will go over the half-million mark when the club closes.

The Firestone Tire and Rubber Company employees have made a showing of $95.70 per member in this thrift teaching plan. The factory co-operates with the employees by deducting their weekly payments from their pay and sending to the bank for deposit.

CONWAY OF GARFORD VISITS IN PORTLAND

Portland, Ore., Jan. 12.—In order to study local business conditions and to determine future demand for Garford trucks and buses, W. E. Conway, vice-president of sales for the Garford Truck Company, recently spent a few days in Portland. In addition to making a survey of business conditions he received distributor applications from those territories in which Garford trucks and buses are not as yet represented.

Mr. Conway's visit to Portland was a part of a Coast trip which included stops at Seattle, Tacoma, San Francisco, Los Angeles, Sacramento and Tucson.

U.S. Tire Shipments To Cuba Increase

Special from A. D. N. Washington Bureau

Washington, Jan. 12.—Exports rubber manufactures to Cuba during the first nine months of 1926 reached a value of $2,451,003, indicating that the total value for the year will exceed the $2,868,875 trade of 1925, the rubber division of the Department of Commerce announced.

This increased trade in 1926 has been due largely to heavy shipments of automobile casings, which were valued at $1,509,000 as compared with $1,607,000 for the entire year of 1925.

"The position of the United States as a factor in supplying the Cuban market," a statement by the department says, "is improved by the preferential treatment accorded in the Cuban customs tariff. A new tariff law is under consideration which provides for an upward revision of duties, but the United States will continue to receive preferential treatment."

BAN HORSES

Washington, Jan. 12.—All horse-drawn vehicles may be prohibited from Mexico City and its suburbs, the Department of Commerce was advised today. On January 1 an order was issued banning the use of vehicles with iron tires, on the ground that they interfere with traffic and injure the asphalt pavement.

A NEW CAR is no safer than AN OLD CAR

unless it is equipped with

CLEAR-VISION

Triplex

—THE GLASS THAT WILL NOT SHATTER

You are *not* safe behind an ordinary windshield. In an accident—and one out of seven cars in the United States was in an accident last year—you will be showered with shattered glass, flying splinters razor-edged.

Triplex will *not* shatter—it will not fly into pieces in an accident. Even in a tremendous crash it will do no more than crack. "It is safe."

For your own safety, for the safety of those driving with you, have your car equipped throughout with Triplex, the glass that will not shatter.

THE TRIPLEX SAFETY GLASS CO. OF NORTH AMERICA

TRIPLEX XXX SIGN OF SAFETY

Hoboken Terminal, HOBOKEN, NEW JERSEY

New York Distributors

N. Y. TRIPLEX SAFETY GLASS CO., INC.

110-114 West End Ave. Telephone Columbus 5527-5528

In England:

THE TRIPLEX SAFETY GLASS CO., LTD.
Piccadilly, London.

You can *Sell*

PAIGE

cars to every man who spends from a thousand to three thousand dollars for his cars—thus serving the widest market in the industry. For 1927, Paige equips its dealers with

20 charming body types and color combinations on 4 chassis in

Sixes & Eights

at factory prices ranging from $1095 to $2795

Here's a FRANCHISE!

—and your territory may be open. You can quickly find out by mailing this coupon immediately!

PAIGE-DETROIT MOTOR CAR CO.
Detroit, Michigan

Gentlemen:—

Without obligation, you may send me information about the Paige franchise.

Name_____

Address_____

(865)

Oakland and Pontiac Dealers at Enthusiastic Luncheon

150 Attend Luncheon for Auburn Dealers

New York, Jan. 12.—The luncheon for Auburn's dealers, at the Commodore today, was attended by about 150 guests, who heard talks by R. H. Faulkner, vice-president of the company, who acted as toastmaster and gave the dealers a brief description of what the company

E. L. Cord

R. H. Faulkner

plans for 1927. N. E. McDarby, general sales manager, added a snappy talk on what Auburn men might expect in the present year, and E. L. Cord, president of the company, told something of the company's policy of manufacture and management.

P. P. Willis, president of P. O. Willis, Inc., and H. G. Hersch, advertising manager, outlined the comapny's plans for the 1927 advertising campaign. Other speakers were H. L. Dunn, director of purchases, and J. M. Crawford.

PHILADELPHIA SHOW TO HAVE GOTHIC SETTING

Philadelphia, Jan. 12.—The decorative scheme of the twenty-sixth annual Philadelphia Automobile Show, according to Philip S. Tyre, the artist and architect, provides for the treatment of the big Commercial Museum exhibition hall in the Gothic style, the posts throughout being framed in and arcaded so that each row forms a series of Gothic arches, providing almost uninterrupted views and adding to the lighting effects. The ceilings will be of midnight blue muslin and hundreds of silvery stars will appear, in varying sizes, against this.

The lavish use of draperies will tend to soften the severe effects of the big hall. These draperies, of sateen, have been dyed in various decorative shades, quite different from the standard commercial colorings. The lighting effects, by way of novelty, this year are incorporated in the decorative units.

KENTUCKY AUTOMOBILE DEPARTMENT ENLARGED

Frankfort, Ky., Jan. 12.—On account of the growth of the automobile department in this state, so much more room is being required for the clerks and other employees that three times as much space is necessary. As a result, Col. N. O. Gray, commissioner of motor vehicles, has enlarged his department with the addition of two large rooms. It is predicted that in ten years the department alone will require an entire floor of the capitol. It is growing more rapidly than any other department of the state, not only in size, but as a source of revenue.

RYAN-LITE STANDARD ON FIVE CARS AT N. Y. SHOW

New York, Jan. 12.—The Ryan-Lite, the new automobile headlight which made its debut this week at the New York show, is being shown as standard equipment on five different makes of cars. These are the Duesenberg, McFarlan, Marmon de luxe model, new Stearns-Knight eight and the Kissel. The Kissel has also copied the Ryan-Lite, which is but one-third the thickness of the ordinary headlight, for its cowl lamps.

FORD AT HOUSTON

Houston, Tex., Jan. 12.—The Ford Motor plant here resumed operations today after having been closed during the holidays.

KLUGH OF PENNSYLVANIA ASSOCIATION AT SHOW

New York, Jan. 12.—Among the many automotive men who are in town for the show is Claud S. Klugh, manager of the Pennsylvania Automobile Association, with headquarters in Harrisburg. This organization recently reached the record total of 1,000 members. Mr. Klugh says that conditions in Pennsylvania point to one of the best automotive years in the history of the state. His own organization is planning a most active campaign of development and education.

BIG GARAGE SOLD

Stanton, Ky., Jan. 12.—The Stanton Motor Company, which owns and conducts the largest garage in Powell county, has been sold to Cecil Martin and C. E. Drake for $25,000. The name will be changed to the Martin & Drake Garage.

Let Bascom Do It

During Automobile Show week, when every minute of the day counts, you do not want to be bothered racing around for theatre tickets. Tell Bascom what you want and he will fix you up.

Phone: Vanderbilt 5900

Bascom Ticket Agencies

AT THE LEADING HOTELS
THE BELMONT
THE BILTMORE
THE COMMODORE
THE PLAZA
THE IMPERIAL
THE ASTOR
1511 BROADWAY
WESTCHESTER BILTMORE
MURRAY HILL
THE AMBASSADOR
VANDERBILT

Guide to New York Theaters

ATTRACTION	THEATER	COMMENT
"Abie's Irish Rose"	Republic	You must have seen it!
"Scandals"	Apollo	The best revue in town.
"Gertie"	Bayes	An entertaining comedy-drama.
"Lulu Belle"	Belasco	Lenore Ulric in a hit.
"Americana"	Belmont	A satirical revue. You might enjoy it.
"Broadway"	Broadhurst	A great show if you can get in.
Earl Carroll's Vanities	Carroll	One of those revues.
"The Desert Song"	Casino	Delightful operetta.
"Little Spitfire"	Cort	Pretty good stuff.
"Sex"	Daly's 63d St.	Vulgar but making money.
"The Constant Wife"	Maxine Elliott	Ethel Barrymore in a fine comedy.
"We Americans"	Sam. H. Harris	Lots like it.
"The Captive"	Empire	A delicate subject splendidly done.
"The Squall"	48th St.	Blanche Yurka is the star.
"The Judge's Husband"	49th St.	William Hodge makes it good.
"Oh, Please"	Fulton	Beatrice Lillie ditto.
"On Approval"	Gaiety	Smart stuff but spotty.
"Criss Cross"	Globe	Fred Stone and daughter Dorothy.
"The Silver Cord"	Golden	A real drama excellently done.
"Pygmalion"	Guild	George Bernard Shaw's amusing comedy
"The Noose"	Hudson	Melodrama by Willard Mack. Bring your own handkerchief
"Oh, Kay"	Music Box	Gertrude Lawrence in a lovely musical comedy.
"Mozart"	Chanin's	Sascha Guitry and Yvonne Printemps and their French players.
"Honeymoon Lane"	Knickerbocker	Eddie Dowling in a contagious musical.
"The Ramblers"	Lyric	Don't miss it. It contains Clark and McCullough. The clowns.
"Twinkle Twinkle"	Liberty	Some people like it.
"An American Tragedy"	Longacre	Almost as good as the novel.
"Beyond the Horizon"	Mansfield	A Eugene O'Neill classic.
"Play's the Thing"	Miller	A smart play by Molnar.
"Yellow"	National	It's a hit.
"Daisy Mayme"	Playhouse	By George Kelly who won last year's Pulitzer prize.
"Countess Maritza"	Shubert	Excellent music.
"Castles in the Air"	Century	Entertaining operetta.
"Gentlemen Prefer Blondes"	Times Square	Not as good as the book but amusing in spots.
"Guy Paree"	Winter Garden	Revue with a great chorus.

1877 Selden 1927

Selden pioneers with the 6-Cylinder Truck

Speed for long runs—brute power for hard going—pick up for quick starts—sturdy dependability that lowers operating costs—the demand for these features is answered by 6-Cylinder Selden trucks, produced by the men who now pledge themselves to the pioneering policy established by George B. Selden 50 years ago.

The Selden Roadmaster 6-Cylinder Truck—pneumatic-tired—is built for heavy duty in the oil fields, for contractors, moving vans, buses, delivery and express service—and other places where rugged strength, easy-handling flexibility and promptness are essential. During the past year the pneumatic-tired Roadmaster has shown 200% sales increase over the solid-tired heavy duty truck.

The Selden DeLuxe Delivery Truck for 1927 introduces an entirely new and revolutionary departure in body design. It is built for firms whose swift, super-powered delivery trucks must reflect the same distinctive atmosphere as their places of business.

At Grand Central Palace these Selden Trucks are exhibited—both Roadmaster and DeLuxe Delivery. The Roadmaster displayed is a short wheelbase model equipped with underbody hoist and pneumatic tires for dump work. Be sure to see the Selden exhibit.

SELDEN TRUCK CORPORATION - ROCHESTER, N. Y.

Factory Branch

Williams Street and Freeman Avenue - - - - - Long Island City, N. Y.

Selden Motor Trucks

PAIGE DISPLAY GETS ATTENTION

Much Interest Is Shown In Exhibit at Grand Central Palace

NEW YORK, Jan. 12.—General interest is being shown by visitors to the Grand Central Palace, where the National Automobile Show is being held, at the exhibit of the Paige Motor Car Company, which is showing cars representative of its four series of cars which constitute the 1927 line.

These cars range in price from $1,095 to $2,795, there being three six-cylinder series and an eight-in-line. The latter series, known as the 8-85, being the first eight brought out by Paige, is of special interest. It is offered in six body styles, as follows:—

Paige 8-85

Seven-passenger touring	$2,295
Five-passenger sedan	2,355
Four-passenger cabriolet roadster	2,655
Four-passenger coupe	2,655
Seven-passenger sedan	2,655
Seven-passenger limousine	2,795

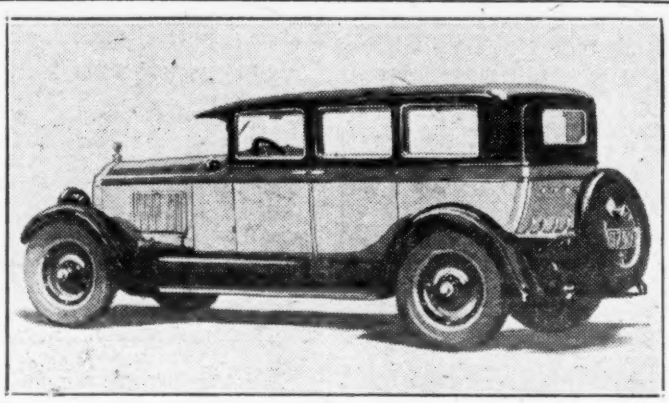
The only body exhibited on the 8-85 chassis is the five-passenger sedan, advance representative of the Paige eight line, finished in two-tone brown. Upper panels are in Havana brown, while the remainder of the body, the lamps and the window reveals are finished in the lighter beaver brown. The belt molding has a double stripe of ivory on the beads, with still lighter brown stripes between them. The interior is also finished in two tones, with walnut trimmings and steering wheel contrasting with upholstery, headlining and carpet.

The 8-85 engine is 3¼x4½, develops 78 b. h. p., and is equipped with a Lanchester vibration dampener. Its distinguishing mechanical feature is the four-speed transmission, with the fourth speed direct, and the drive on third through two pairs of internal gears. Unusual silence and efficiency of transmission operation have been realized by this construction.

The equipment, in addition to the standard line of accessories furnished on the Paige-Detroit line, includes engine heat indicator, electric clock, and on all closed models, remote-control door handles, rotary window lights and arm rests. The five-passenger sedan, seven-passenger sedan and limousine have both dome and reading lights, entrance grips and smoking sets.

In six-cylinder cars, formerly built in "standard" and "de luxe" execution, the 1927 line is designed throughout on de luxe lines. According to the manufacturers, the simplification of production methods thereby attained has made it possible to surpass the former degree of de luxe in the entire present line. Bright colors in two and three-tone finish have been adopted for all the cars.

PAIGE FIVE-PASSENGER SEDAN, designed with rounded contours and ball corners, is effectively finished in gray and green, built for greater comfort and delivered with a full line of equipment.



DEALER GROUP ELECTS

Springfield, Ill., Jan. 12.—The Springfield Automobile Dealers' Association has elected James L. Elliott president for the ensuing year, with Robert E. Hatcher, vice-president; William McKenzie, treasurer, and W. E. Dagon, secretary. The board of directors includes C. R. Brandon, J. B. Newman and Elbert S. Hatcher.

N. C. MEETING DATED

Asheville, N. C., Jan. 12.—The annual meeting of the North Carolina Automotive Trade Association will be held March 14 and 15, according to an announcement by C. W. Roberts of Greensboro, secretary.

WICO TO PUT OUT NEW MULTIPLE MAGNETO

Springfield, Mass., Jan. 12.—The Wico Electric Company of West Springfield, whose development from a $200,000 to a $6,000,000 concern was one of the surprises of 1926, is considering further expansion for this year.

A new unit to the plant is to be built when production is begun on the new multiple magneto which Wico has developed the last year. The president of Wico is Phelps Brown.

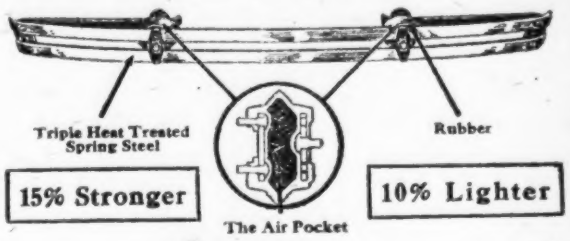
MECHANICAL
BENDIX 4 BRAKES
FOR SAFETY

They're Here NOW

1920-21-22-23-24-25-26—Better Motors, Better Bodies, Better Tires, Better Brakes

1927—BETTER BUMPERS

Worthy of Greater Cars



SHELDON Air-Cushion Bumpers

Passed by Underwriters' Laboratories

The "Big 3" Lines of Defense

BOOTH D-64

Bendix Brake Company Plans Great Expansion

NEW YORK, Jan. 12.—Announcement has been made by Vincent Bendix, prominent engineer and president of the Bendix Brake Company, here to attend the automobile show, that the Bendix Brake Company will start work in March on the establishment of a branch factory in England for the complete fabrication of Bendix brakes for the European trade.

Branch factories are already in operation in France and Germany building Bendix-Perrot brake equipment.

Vincent Bendix

Four wheel brakes are used almost exclusively throughout Europe, said Mr. Bendix, who was abroad recently to study brake conditions and to attend the London, Paris and Berlin shows. In France, England, Germany and Austria the leading automobile manufacturers have followed the lead of American engineers in standardizing Bendix brakes, and 80 per cent. of the European car production today is Bendix-Perrot equipped.

From the largest trucks and passenger buses to the smallest and most inexpensive car—even the cycle cars, the use of the four wheel brake is general, Mr. Bendix found. He predicts that within the next year American passenger automobiles, trucks and buses will be 100 per cent. equipped with four wheel brakes.

The Bendix Brake Company is now erecting another large addition to its American factory at South Bend, Ind., for completion in February. This latest extension is part of a steady building expansion program which has kept the company engaged for the last two years, and is but the forerunner of another and larger addition to be built in the spring.

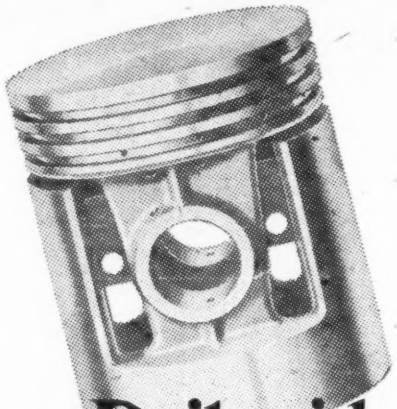
This constant expansion is necessary as the result of adoption of the Bendix Mechanical Four-Wheel Brake as standard equipment on a rapidly growing list of high-class American cars, trucks and buses. Where 2,000 sets taxed the capacity of the plant a little over a year ago, daily production is now 4,000 sets. Officials state that new contracts justify the prediction that this mark will be further raised within the next ninety days.

The present plant has a length of two city blocks, and its width and capacity will be practically doubled with the additions to be completed within the next few months. Specially designed machinery for volume production is used entirely, and two shifts, day and night, are employed. It is planned to change shortly to a complete cycle of three eight-hour shifts a day.

Of interest to the automotive world is the announcement at the New York Show of the adoption of Bendix brakes as standard equipment on the new Hudson Super Six and Oldsmobile cars, and the exhibition at the recent automobile salon of standardized Bendix-equipped Lincoln cars.

The growing list of automotive vehicles thus equipped include A. C. F., Autocar, Cunningham, Falcon-Knight, Flint, General Motors Trucks, Hertz, Hudson Super Six, Hupp Six, Lincoln, Locomobile 90, Locomobile Junior Eight, Little Marmon, Marmon 75, Oldsmobile, Overland Six, Overland Whippet, Packard Six, Packard Eight, Star (California), Stearns-Knight, Trailmobile, Eaton Axle, Salisbury Axle.

The Light Alloy Piston With a Steel Backbone



2000 Cars Equipped Daily with Nelson Bohnalite Pistons as standard.

THE BACKBONE OF STEEL OR STRUT

Special alloy steel struts are cast in, to control expansion and maintain satisfactory clearances under all engine operating conditions. The struts are the backbone of piston endurance and life.

*Bohnalite, the light alloy from which this piston is made, should never be confused with any other light alloy on the market. Every Nelson *Bohnalite Piston is heat treated for uniformity, strength and hardness.

HARDLY more than a year after their introduction, Nelson *Bohnalite Pistons are being installed by manufacturers as standard in two thousand cars daily.

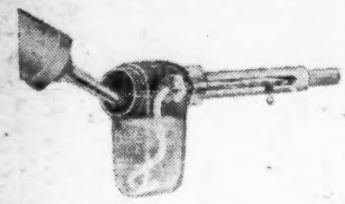
Combined in these pistons are all of the advantages ever claimed for cast iron or light alloy pistons.

Nelson *Bohnalite Pistons are already being used by manufacturers of cars, for which they make claims of unprecedented performance—a list of them will be gladly furnished upon request, along with a booklet which further describes the design of this outstanding piston.

BOHN ALUMINUM & BRASS CORPORATION
EAST GRAND BOULEVARD, DETROIT

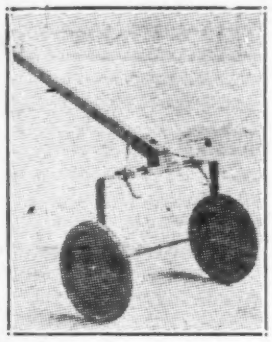
Many Accessory Exhibits at Motor Show

MAGAZINE OILING SYSTEM



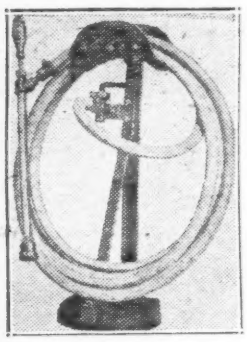
The Chassis Lubricating Company, Rahway, N. J., manufactures Myers magazine oiling systems, which are stock equipment on several of the most well-known passenger cars as well as trucks. Oil is fed to the parts by the wick method, giving each part just a little lubricant, but that constantly. The system quickly saves its cost by cutting down lubrication expenses.

MARSHALL BATTERY CAR



The Marshall Electric Company, 3225 Locust St., St. Louis, makes this cart, which quickly lifts batteries, carries them and puts them down safely. The battery is balanced by the hooks, while the wheels carry the weight. A slight forward motion deposits the battery, and a touch on the control releases the hooks. The device saves operator's time, clothing and shoes.

SPEED-SPRA PRODUCTS

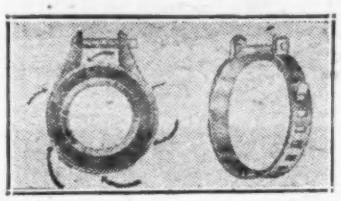


In addition to car washers, the Hayes Pump and Planter Company, Galva, Ill., manufactures Speed-Spra accessories, including guns, hose, Stay-on hose fittings and a hose rack and stand, which is shown here. Guns are made in various styles, to suit preference of operators that use them. The equipment is all made standard, making replacement or parts easy.

POWER TIRE SPREADER

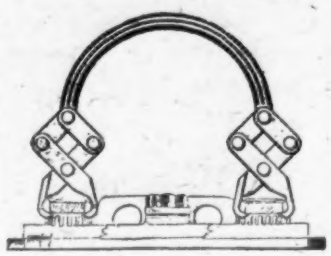
This spreader handles balloon tires in all sizes, from the smallest up to the 10½-inch balloon. Tires are spread without the need of making adjustments, giving quick and sure operation, which makes the product particularly valuable to large public service stations, as well as fleet owners. The device is operated by compressed air, permitting the repair man to devote his full attention to the inspection of the tire. This spreader is made by the Weaver Manufacturing Company, Springfield, Ill.

IDEAL HOSE CLAMPS



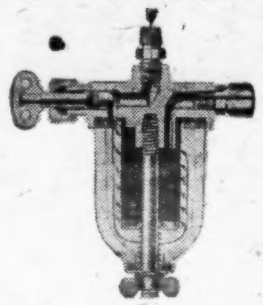
The Ideal Clamp Mfg. Company, Inc., 202 Bradford St., Brooklyn, N. Y., manufactures Ideal clamps with adjustments to cover several sizes of hose. Five clamps will cover the entire range from ¾ inch to 3 inches inclusive. They are shipped in boxes of 100 clamps, either of one size or assorted of all five sizes.

CARRIER AND PULLER



The flexible rubber handle of the Moss battery carrier and group puller enables the user to tilt the battery to any position, in removing or replacing it. It hooks to the handles or connector straps. It may also be used as a cell puller. This device is the product of the Moss Tool Mfg. Company., Blackwell, Okla., which also manufactures a terminal puller and a bearing and gear puller for generator and timing gears, sleeves, etc.

RAYFIELD FILTER



The Beneke Manufacturing Company, Chicago, makes the Rayfield gasoline filter which contains five square inches of wire gauze. Its bowl is of glass, giving clear view of the condition of the filter, and when the bowl is filled with dirt the gasoline may be shut off by the valve on the left, the bowl emptied and immediately replaced.

Compiled by R. L. Polk Company, Detroit, Mich.

NOVEMBER, 1926, NEW CAR

States.	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile
Alabama		304	15	34	1557	175	168		135	1	2430	5	1	85	21	4		2	
Arizona		60	2	1	198	86	63		13		189	2		14	6	5		2	4
Arkansas		62	11	3	354	52	94		35		686	3		36	10	1	3	2	1
California	37	1808	189	139	2380	1473	1096	1	446	20	3976	38	14	335	222	55	36	88	16
Conn'ticut	16	292	72	28	414	265	125	1	260	8	457	22	2	125	65	15	5	8	7
Delaware		33	15	1	66	21	16		16	3	143	3		13	4	4		2	
Florida	5	272	35	5	534	178	146		113	4	1118	1		59	55	10	8	5	1
Georgia		148	16	2	434	70	67		47	2	665	5		30	18		3	5	
Idaho		60	1	7	159	40	50		34		273			14	6	3		1	1
Illinois	29	673	82	48	1215	411	319	3	192	7	1439	17	15	105	78	11	12	41	6
Indiana	18	249	15	17	875	219	146	6	153	1	1269	4	8	57	42	11	7		4
Iowa	2	137	6	8	1040	151	137		143		1317			32	12	6	1	3	1
Kansas		132	8	7	379	156	94		92	1	939	3	2	52	11	3		2	
Kentucky	3	73	14	11	585	131	101		70	2	620	3	2	30	15	3		2	
Louisiana		172	30	9	448	117	135		66		1045	3		25	11	3	1	5	
Maine	1	57	9	1	88	36	27		47	3	165	3		17	9	4		1	
Maryland		200	17	26	619	91	104		86	1	600	8		54	28	8	7	2	1
Mass'setts	20	487	106	65	581	402	277		411	19	1190	41	4	168	83	34	15	18	9
Michigan	6	670	79	37	1228	507	232	1	487	4	2042	7	1	203	40	14	9	5	2
Minnesota	5	166	10	12	947	173	134	1	134	1	1181	4	3	39	22	6	1	1	
Missouri	3	278	29	27	1066	212	223	1	135	1	1608	15	12	48	46	6	5	8	1
Montana		21	6	8	59	23	9		16		87	3	1	5	2			1	
Nebraska	1	261	7	5	606	152	168		65	1	1062		1	21	16	4	2	1	
Nevada		13	1		16	6	9		2		12			3	2				
N. Hampsh.	3	52	4	8	87	52	35	1	50	2	153	7		17	5	4	1	3	
*N. Jersey	7	592	90	48	836	427	291	8	263	15	906	38	4	177	83	16	16	17	4
N. Mexico		30	3		137	35	47		5	1	226			5	3	1			
New York	30	1313	204	166	2095	1122	627	8	762	22	2126	82	12	390	209	23	48	76	19
N. Carolina		290	17	7	1157	221	257		161		3098	1		111	8	3		5	
Ohio	17	452	71	108	1320	407	235	5	336	8	1709	23		144	87	35	30	14	20
Oklahoma		290	19	3	1095	248	311		102	3	2326	4		50	71	4		5	
Oregon	7	143	8	7	345	157	129		78	1	650	6	3	26	16	16	3	4	
Penn'vania	29	1102	114	179	2216	1008	563	8	449	24	2935	54	17	325	186	46	30	35	14
Rh. Island	2	81	11	11	98	94	47	3	36	2	117	5		23	5	2	2	3	2
S. Carolina		38	2		384	47	70		32		958	3		12	5			2	
S. Dakota		41	1	3	216	50	39		15	1	326			8	12	5			
Texas	7	623	61	21	2780	532	478		256	5	4081	12	2	121	80	2	12	10	2
Utah		40	5		78	32	15		28		134	1		13	4	1		1	
Vermont		27	1	7	49	32	15		22		72	5		11	1	1			
Virginia		139	14	6	754	139	137	2	68		1374	2		40	35	11	1	1	
Wash'gton		121	4	5	239	163	72		66	1	343	5	2	25	18	5	2	2	
W. Virginia	5	74	13	11	233	83	67		32	6	399	3		17	23	3	9	6	1
Wisconsin	5	231	13	14	623	107	90	1	145	3	890	4	3	103	8	8	6	2	
Wyoming		27	3		68	23	18		4		69			5	2				
Dis. of Col.		79	21	2	175	58	42		92	1	245	6		33	8	5	1	10	3
Total....	258	12413	1454	1107	30833	10186	7525	**50	6200	170	47651	451	109	3226	1693	401	276	401	119

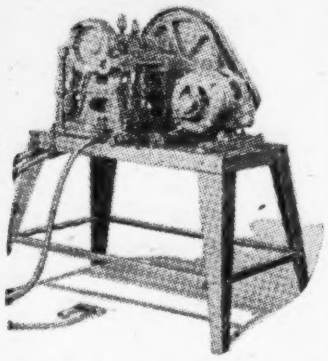
*These figures are compiled from sales reports and differ slightly from registration figures. **Complete returns not in.

Compiled by R. L. Polk Company, Detroit, Mich.

DECEMBER, 1926, NEW CAR

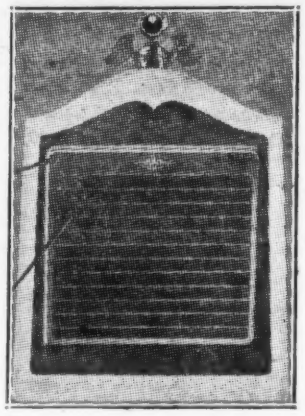
State	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile
Illinois	21	485	90	36	865	348	184	6	186	6	990	22	10	108	71	11	18	65	7
Kansas		18	2	1	147	30	22		26	2	267			12	3	1			
N. Hampsh.		7	2	2	25	10	8		26		39	3		8					
N. Dakota		4			32	7	1				55								
So. Carolina		91	3	4	466	96	66		40		996	5		28	9	3		1	1
W. Virginia	1	7	3	1	31	8	7		2		51		1	2		1			
Total....	22	612	100	44	1566	499	288	6	280	8	2398	30	11	158	83	16	18	66	8

HARDIE WASHER



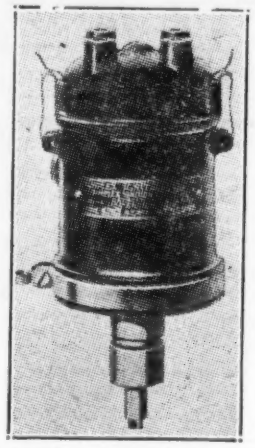
This washing unit, which includes compressor, pump, electric motor and hoses as well as fittings, puts 300 pounds pressure back of a stream of water, but can be used also to produce a mistlike spray. It is as useful for cleaning of cars as washing machinery, tools, parts, containers, walls and floors. It is made in models with one, two, four and six gun capacity, by the Hardie Manufacturing Company, Hudson, Mich.

MACK'S RADIATOR SHUTTER



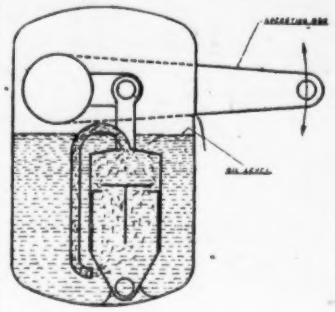
This shutter has a rigid one-piece shell and its wings open outward. By drilling one hole in the dividing board, the hand control may be connected and easily mounted on the instrument board. Operation is positive, by turning the knob on the end of the control lever, there being no springs in the shutter mechanism.

SIMPLEX IGNITION



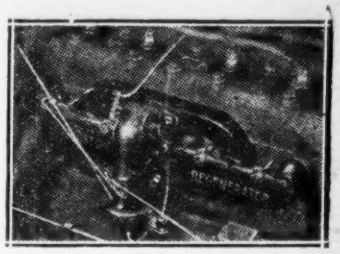
An ignition system for Ford cars, consisting of coil, condenser and distributor, which may be taken apart by the removal of only five screws, is made by the Simplex Ignition Corporation, Detroit. The manufacturers state it to be short-circuit proof, waterproof, easy to install and give improved ignition with less carbon trouble.

LANDIS SHOCK ABSORBER



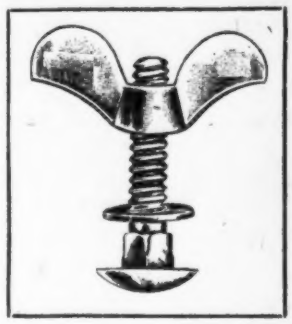
The Landis Engineering and Manufacturing Company, Waynesboro, Pa., makes the hydraulic shock absorber operating by means of oil. It is constructed to exclude air from the chamber and the leakage of oil is also said to have been overcome in this product. The device diffuses shocks absorbed by the springs by introducing a true hydraulic resistance to recoil, resistance increase being dependent upon the energy to be diffused.

KINGSTON REGENERATOR



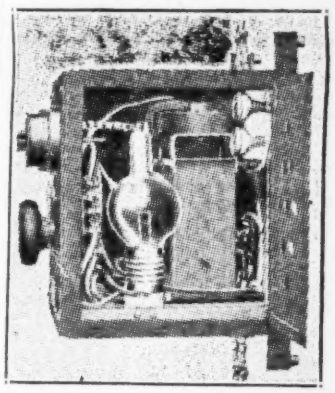
Model B regenerator is a combination intake and exhaust manifold for Ford cars and trucks, made by Byrne-Kingston & Co., Kokomo, Ind. Air and fuel are properly preheated, resulting in a dry, highly volatile mixture giving efficient combustion.

IDEAL LICENSE SCREW



License screws which held the plates securely and prevent rattling are made by the Ideal Clamp Manufacturing Company, 200 Bradford St., Brooklyn, N. Y., whose line includes also battery connectors, hose clamps, push buttons, Ford-car tail lamps and terminals.

TUNGAR CHARGERS



Among the many products of the General Electric Company is the Tungar 10-battery charger designed for small power consumption and low charging cost. It is easily installed by mounting it on bench or wall and connecting the A. C. wires. For charging, batteries are connected and the charging rate set on the Tungar. It is said that the average cost of charging a battery with this device is about 10 cents.

REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Willis Ste. Claire	Willys-Knight	Miscella-neous	Totals
Alabama		3	88	18	47	75	21	10	2	1	78	5	2	58	68	2			23	31	5469
Arizona		3	34	5	21	30	14	8		3	13	1		34	55				10		876
Arkansas	1	2	24	12	29	34	3	4		1	27		1	36	18				19	3	1567
California	23	75	826	255	216	326	185	91	68	31	299	62	17	371	830	38	24	9	302	113	16530
Conn'ticut	4	8	129	67	35	111	74	16	9	9	111	18		39	158	11	3	4	37	19	3049
Delaware		2	11	5	6	17	12	1	1	1	12	2		6	12				6	2	436
Florida	5	5	100	42	34	86	57	13	10	4	79	1	2	24	82	1		3	44	3	3140
Georgia	1	1	52	8	19	24	8	1		1	22	1		4	28				9		1691
Idaho			29	9	42	41	5	2	1		12	3		52	28		1		11	3	888
Illinois	13	48	215	119	77	185	96	26	19	21	194	23	2	107	167	23	17	7	103	60	6225
Indiana	5	11	126	42	65	143	18	7	11	2	125	8	1	57	83	4	3		39	13	3864
Iowa		5	57	8	23	88	14	2			54	3		117	36	2	15		24		3444
Kansas	1	1	45	31	32	53	6	2	2	1	64	1	1	92	36				15	1	2265
Kentucky		1	45	14	25	60	15	7	5	2	27	8		33	46				17	6	1976
Louisiana		5	104	21	33	58	10	3	5	2	42	4	1	21	43	5	1	1	28	1	2458
Maine	2		14	5	4	18	6	4	3	2	14	4		5	27		3		14	2	595
Maryland	5	4	95	17	18	53	18	3	23	10	55	2		44	45	4	1		28	17	2294
Mass'setts	4	12	263	74	76	144	114	45	34	30	100	52	10	59	202	10	18	5	73	42	5297
Michigan	5	6	160	99	93	191	80	30	19	2	246	13	6	87	158	5	1	1	43	16	6835
Minnesota		4	57	47	35	117	16	10	2		105	8	1	71	70	1	6		46	11	3447
Missouri	3	22	97	34	41	86	29	7	4	18	69	12	3	81	95	6	2	1	40	14	4388
Montana		2	8	7	8	10	2				6	2	1	14	5					3	309
Nebraska			64	13	46	94	17	6			52	4	1	102	40	1	8	1	27		2849
Nevada	1		2				1	1	2		3			1	2		1		1		79
N. Hampsh.	2		10	5	4	26	10	4			11	5		10	26				3	5	605
New Jersey	8	21	346	82	57	184	135	37	29	28	162	21	9	82	268	14	17	9	156	10	5513
N. Mexico			6	2	5	18	4				15			20	12	1			8		584
New York	21	49	747	136	125	449	334	77	101	91	265	44	4	146	643	32	28	17	268	41	12952
N. Carolina	1	1	114	34	52	81	28	5	1	1	90	3	1	83	57	3	2	1	23	6	5923
Ohio	6	36	259	132	159	266	98	47	76	21	178	17	16	77	199	10	10	20	119	45	6812
Oklahoma		5	114	79	51	122	15	6	3	7	134	6		161	73	1			24	6	5338
Oregon	1	2	70	34	50	98	14	7		1	74		1	85	54	2		1	49	4	2146
Penn'vania	31	41	561	241	167	473	227	97	69	56	304	35	15	333	427	17	9	7	259	33	12736
Rh. Island	1	3	31	10	9	23	19	5	5	3	13	9	2	10	36		3	3	19	7	755
S. Carolina			9	3	14	17	1	4			23			9	12			1	4		1650
S. Dakota			17	6	25	28	1	1			16	2		17	8				8	1	847
Texas	9	25	237	38	86	242	55	5	15	16	123	19	10	187	160	11	8		85	3	10419
Utah		6	26	4	40	18	2	1			9	1		16	17		3		13	1	509
Vermont		3	7	5		14	9	4	1		8	1		2	16	2			4	1	320
Virginia		1	55	20	22	72	20	4	3	1	51	2		66	71	2			20	12	3145
Wash'gton		14	67	15	39	38	6	8			37	2	2	58	45	2	2		29	6	1443
W. Virginia		1	48	14	29	30	8	9	2		33	1	2	52	30	1			9	7	1261
Wisconsin		6	117	38	45	119	10	15	9	1	63	6	3	57	76	6	3	2	46	16	2894
Wyoming			14	3	10	9	2	1	2		6			9	4	1			6		286
Dis. of Col.	1		43	13	13	25	30	6	17	4	22	7		2	34	1	2	6	11	1	1019
Total	154	434	5543	1866	2027	4396	1849	642	553	371	3446	418	114	2996	4600	219	191	99	2122	565	157,128

REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Willis St. Claire	Willys-Knight	Miscella-neous	Total
Illinois	15	19	163	83	67	114	103	26	25	18	96	38	2	72	107	26	12	15	110	35	4675
Kansas	1		7	5	7	19	1				17	1		28	2				4		623
N. Hampsh.			6	2	2	5	2			1	1			3	6				1	3	162
N. Dakota	1			2	4	8					2			3					1		120
So. Carolina	1		26	8	11	15	3	2			37			19	21	2			8		1962
W. Virginia			12	2	4	1			1		6			4	1				2		148
Total	18	19	214	102	95	162	109	28	26	19	159	39	2	129	137	28	12	15	126	38	7690

Rives
PRONOUNCED REEVES
PEDAL PADS
Standard Equipment for Ten Years

Why is every Chrysler Car equipped with Rives Pedal Pads?

Also used by Stutz, Hupp and 25 others. Let us engineer a job for you that will save you money on your present Pedal cost.

Write for our proposition

Geo. H. Rives Manf'g Co., Inc.
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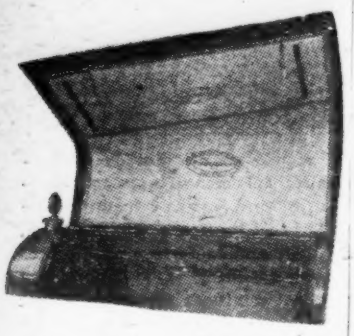
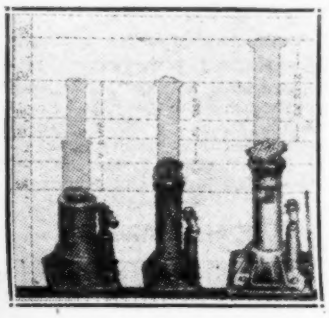
Accessory Displays Hold Much Interest

PROTECTAHOOD



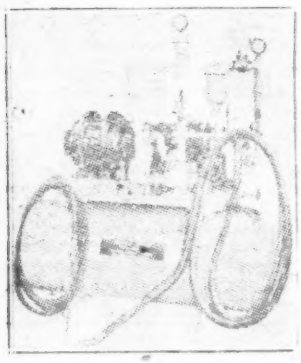
Made with a specially prepared reinforced jute fiber center faced on one side with felt and on the other with asbestos, the Protectahood retains the motor heat under the hood and also saves the paint on it, keeping it as lustrous as the rest of the car. It requires removal only in summer or hot climates. This product, which is easily and quickly installed or demounted, is made by the Stephenson Protectahood Corporation, Auburn, N. Y.

EVERREADY HYDRAULIC JACKS



A complete line of hydraulic oil jacks for passenger cars, buses and trucks, with rise of the jack column top ranging from 6½ to 17¾ inches above the ground, is manufactured by Charles P. Rogers & Co., Inc., 198 Pacific Ave., Jersey City, N. J. The jacks are equipped with long powerful handles, making the job of raising vehicles an easy one.

SPRAY MIST WASHING UNIT

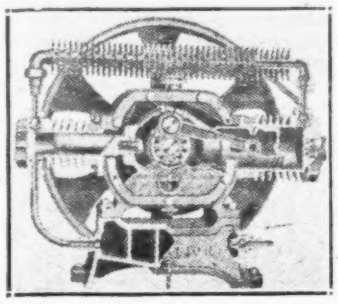


The Lipman Pump Works, 2320 11th St., Rockford, Ill., builds the Lipman junior spray mist washing unit, which includes a four-cylinder water-cooled compressor driven by a three-horse power motor. The motor also operates the water supply pump, insuring the correct water supply and making possible the use of solution or soap barrel if desired. The equipment includes, in addition to the washing gun, a straight air gun for cleaning upholstery, etc.

O. K. VACUUM BRUSH

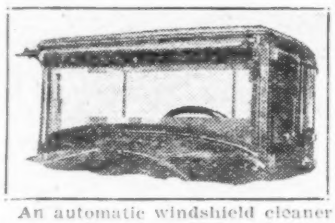
Designated as an electric whiskbroom by the manufacturer, the O. K. Machine Company, Fort Wayne, Ind., this device is equally useful in the garage, service department, factory and salesroom. It has a universal 110-volt motor and may be instantly attached; it is sold in two sizes, with a 3½ and a 5½ inch nozzle.

CHAMPION AIR COMPRESSORS



Single and two-stage air compressors, both air and water-cooled, with full equipment, are manufactured by the Champion Pneumatic Machinery Company, Chicago. The ball bearing compressors are characterized by a one-piece cylinder-and-head casting, rigid piston assembly, simple, accessible non-corrosive plate valves, ball-bearing crankshaft, drop-forged steel connecting rods, non-pulsating check valves and pop-type safety valves.

TRICO VISIONALL

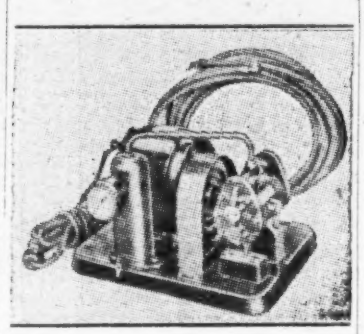


An automatic windshield cleaner consisting of two parallel vertical wiping blades makes it possible to keep the entire windshield clean. It is operated by an air-driven motor capable of lifting 23 pounds and its operation is noiseless. The Trico Products Corporation, Buffalo, N. Y., manufactures this product which is sold complete with all attachments and may be installed in a very short time.

NU-WAY SOLDERING TOOL

The J. C. McAdams Company, Long Island City, manufactures the Nu-Way electric soldering tool which is heated instantly by current taken from an automobile or radio battery. It draws power only during the few seconds it is applied, resulting in lowered cost of the work, to say nothing of greater cleanliness and comfort to the man carrying it out. Nu-Way has an insulating handle, which is heat and shockproof, and therefore is an absolutely safe appliance to put into the hand of even an inexperienced person.

DUNNING JUNIOR

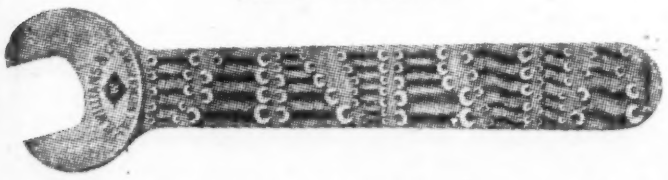


The Junior portable air compressor, for private or small public garages, is made by the Dunning Compressor Company, Holmesburg, Pa. It has all features of the larger Dunning models, except tank, automatic switch and automatic chuck, and includes hose and cable. It is made for 25, 40 or 45 cycle 110-volt A. C. current or with direct current motor.

A C OIL FILTER

This oil filter, which forms part of the equipment of many leading cars, receives the oil from the crankcase under pressure; it is then forced into tubular passages of the cloth bag and expands them, so that none but clean oil leaves the filter bag, while the dirt is held inside. A cylindrical screen protects the cloth bag from excessive strain. The filter is made by the A C Spark Plug Company, Flint, Mich.

"SILENT SALESMAN"



J. H. Williams & Co., of Buffalo, N. Y., manufacture the Superior line of drop-forged tools, including wrenches. A display board in the form of a large wrench, with about forty real wrenches mounted on it, is one of the dealer helps developed by the firm.

Classified Advertising

CLASSIFIED RATES
5c word (per daily insertion)

BUSINESS OPPORTUNITIES

FOR SALE—MODERN GARAGE; capacity 70 cars; best location in Newark; price reasonable, terms liberal; past record of this business highly successful. Net profits have ranged from $10,000 to $17,000 annually. Kelley-Spencer, Newark, N. Y.

FOR RENT

FOR RENT—Completely equipped mirror factory practically new. Daylight building. Long lease. Box 81, Automotive Daily News.

There's Another Big Show at Chicago

Automotive Daily News

Will reach the industry at the Chicago Show and throughout the country.

Executives—Wholesalers Retailers

HERE'S WHY

1. Frequency. A Show Issue every day.
2. Extra distribution at hotels, at dealer meetings, conventions and at the Show booths.

   Regular net paid circulation 10,000 daily. A. B. C. membership applied for.
3. Highest class circulation—subscription $12 per year.
4. Visibility. All advertising copy easily seen and read.
5. *Read by an average of more than six persons per copy.
6. *The preferred medium where other automotive papers are received.

*Ask for proof of this.

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DETROIT OFFICE
Geo. M. Slocum, Mgr.
General Motor Building
Detroit, Mich.

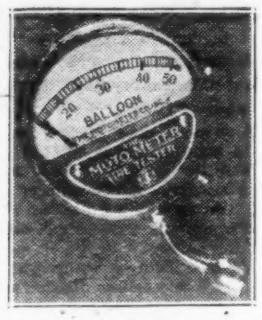
BOSTON OFFICE
Metz B. Hayes, Mgr.
Little Building
Boston, Mass.

PACIFIC COAST
Blanchard, Nichols & Coleman
Am. Nat. Bank Building
San Francisco, Cal.

APEX GEARSHIFT BALL

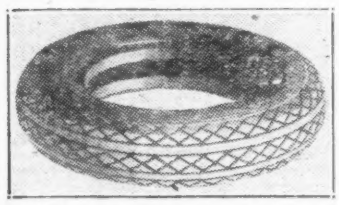
The J. C. McAdams Company, Long Island City, N. Y., manufactures, among other products, a line of bakelite gearshift lever balls for all makes of cars, in a selection of ten colors. They have all the advantages of bakelite—enduring strength, permanent luster surface and a high degree of resistance to chemical as well as mechanical outside influences. Bakelite balls are comfortably warm to the touch even on coldest winter days.

MOTO METER TIRE TESTER



The new tire tester of the Moto Meter Corporation, Long Island City, N. Y., is of the watch type, with semi-circular scale and an indicator hand which, when the tester is used, remains at the point indicating pressure until it is released by pressing a button at the lower portion of the casing. The device contains no spring and its operation is by a Bourdon movement. The casing is chromium-plated, giving it utmost resistance against moisture and atmospheric influences.

NEW GOODYEAR BALLOON TREAD



FEDCO SYSTEM

New York, Jan. 12.—The Fedco system of automobile theft prevention and detection is used as a standard factory equipment on Marmon, Rickenbacker, Gardner, Elcar, Duesenberg, and several other makes of cars shown at the Grand Central Palace. The system includes the mounting of a numbered plate which cannot be removed without damaging the board to which it is attached, in the front compartment of the car.

MOTOMETER LITE

The Motometer Corporation, Long Island City, manufactures the Motometer Lite, which is placed on the radiator cap of the car, where it provides not only ample illumination for the motometer at night, but is ornamental as well. It is die cast and nickel-plated and has red and green jewels mounted in its sides, which lights serve as crossing signals. These jewels may be furnished in the form of clear bull's-eye lenses if desired. A small cast acorn ornament on the top of the motometer lite is removable, and may be replaced by any other radiator ornament fancied by the owner of the car.

Continental Booth at Show This Week Center of Interest

New York, Jan. 12.—One of the booths at the Palace this week which was a center of interest was that of Continental Motors, where the single sleeve valve engine is on view. This engine has been familiar in England for many years, where it was used on the Argyll car. The Rrgyll rights were taken over by Continental, whose engineers have developed the power plant to the finished form in which it is now displayed.

It is understood that before many months have passed there will be interesting announcements made of cars that will use this newcomer to American motoring.

MOTORSTAT

The Bishop & Babcock Manufacturing Company, Cleveland, manufactures the Motorstat, for which the J. C. McAdams Company of Long Island City is the sole distributor. The device is a thermostat mounted between the jacket outlet and the radiator. The thermostatic element is a multiflex bellows filled with a volatile liquid very sensitive to temperature variation. Sealed in the bellows, the liquid expands them when the water is hot and causes them to contract when it is cold. This action of the bellows is communicated to a valve which regulates the flow of the water through the cooling system.

ALLEN TESTING TOOLS

A complete line of automotive electrical testing equipment and tools is being produced by the Allen Electric Manufacturing Company, Detroit, whose line includes universal test stands, lathes, generator clamps, torque testers, magneto testers, magneto chargers, growlers, armature test meters, reamers, coil adjusting tool sets, tool kits and filing fixtures.

SIOUX VALVE TOOLS

Albertson & Co., Inc., Sioux City, Ia., are manufacturers of a line of valve tools, including roughing, finishing and nickel tooth reamers, pilet stems, extension wrenches, seat reamer sets, valve tool sets, oversize stem guide reamers, valve lathes, refacing tools, flexible shaft and attachment outfits, valve face grinding machines, carbon removing brushes, ignition point grinders and valve grinding attachments.

KANT-GRAB LINING

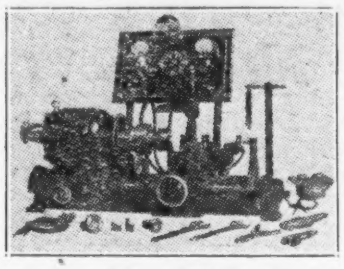
Kant-Grab lubricated transmission lining for Fords contains a lubricant processed into it, with a melting point so high that the crankcase oil cannot wash it out. Thus Kant-Grab remains lubricated during its full life, preventing grab and chatter. It is made by the Kant-Grab Manufacturing Company, Nashville, Tenn.

High-Frequency Converter

The Lepel Ignition Company, 117 West 63d St., New York, makes the hight-frequency converter above shown, which is attached to the spark plug to give improved ignition. The device, which is covertd, it is said, by basic patents owned by the manufacturers, is a current interrupter, which transforms the current coming from the distributor into a shower of hot sparks. It is claimed that by the use of the converter the electrodes are protected against overheating, and that carbon deposits and fouling are avoided.

CHANDLER for Steady Profits
Chandler-Cleveland Motors Corporation
Cleveland Ohio

MIDGET TEST UNIT



A low-priced efficient electrical test stand is the Midget-Universal, made by the Electric Machine Corporation, Indianapolis. It has a one-horsepower 110-220-volt variable speed motor, for alternating current, capable of speed variation up to 3,000 r. p. m. The instrument has a tachometer, ammeter and voltmeter, and a torque test arm is part of the equipment, which includes also the necessary tools.

EGYPTIAN LACQUER

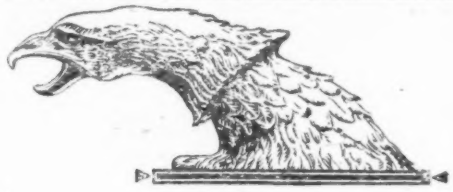
One of the most important developments that have taken place in the automobile industry during the past two or three years is the rapidly increasing use of lacquers for color work on car bodies, fenders, hoods, etc.. While formerly all this work required the application of slowly drying coats which had to be put on in dustproof, heated rooms, the new method—utilizing quick-drying lacquers—saves three-quarters of the time formerly required for these jobs. Lacquers are used nowadays for priming as well as enamel-finish coats, and they are simply sprayed on. The work is simple, and any careful worker ,equipped with the requisite spraying machinery, can carry it out and obtain absolutely satisfactory results. Among the foremost manufacturers of lacquers for this type of work is the Egyptian Lacquer Manufacturing Company, New York City, whose exhibit at the Grand Central Palace is among the most interesting to visitors of the show.

ADAMS GREASE GUN

The air pressure grease gun, manufactured by the Adams Grease Gun Corporation, 329 Fifth Ave., New York, consists of a tank into which air is pumped and the pressure of air is used to force out the lubricant that is required by the garage or service station man in his work. The gun has a capacity for 50 pounds of grease, lubricant sufficient for the greasing of forty or fifty cars. The tank is on wheels and easily moved about; it is filled by laying the tank down and removing the large filling plug. Air pressure is applied in the same manner as in inflating a tire, the hose being held on to the air valve of the tank until 80 pounds pressure is registered on the air gauge, which process does not require more than two minutes. The Adams company manufactures also a hydraulic hand grease gun for filling read ends and transmission, which is constructed on the same principle as the tank model.

Carry two Spares
With the T-N
EXTRA TIRE CARRIER

When You're Double Sure-
You Travel Double Quick
THOMPSON-NEAYLON MFG. CO.
Chicago



Unexcelled value! That sums up the new 1927 Peerless models you'll see at the Show. Each is free from vibration—luxurious—complete. Each is truly Peerless in performance, comfort, economy. See them.

PEERLESS MOTOR CAR CORP. · Cleveland, Ohio
Manufacturers of the famous 90° V-type Eight-69, the powerful Six-72, the remarkable Six-80 and the new Six-90

PEERLESS
PEERLESS HAS ALWAYS BEEN A GOOD CAR

Analysis of Sales Gains Shows Increases Evenly Distributed Over High and Low Price dField

By RAY B. PRESCOTT

NEW YORK, Jan. 12.—The motor industry, with a production of 4,000,000 passenger cars in 1926, exceeded the high of 1925 by 5 per cent. and the previous high of 1923 by 10 per cent.

It is certainly some accomplishment after the end of four years of record-breaking production.

1923	3,694,237
1924	3,243,285
1925	3,839,302
1926	*4,000,000

*Estimated.

This gives an average of nearly 3,700,000 cars a year.

The gains for the first ten months of this year, as compared with the same period of last year, show that the percentages of increase are not all confined to the low-priced car field, but are fairly evenly distributed.

	1925	1926	(Including Ford) Gains	Per Cent.	(Without Ford) Gains	Per Cent.
Low priced cars	2,491,000	2,731,000	240,000	10	210,000	20
Medium priced cars	647,000	740,000	93,000	14	93,000	14
High priced cars	74,000	89,000	15,000	20	15,000	20
Totals	3,212,000	3,560,000	348,000	..	418,000	..

Ford production having declined, the increase of 348,000 cars represents a net gain for the industry, while actual increase for the industry, outside of Ford, is 418,000 cars. Without Ford the production of low-priced cars increased 310,000 cars, or 20 per cent.

R. B. Prescott

It is only because of the size of Ford production that a 6 per cent. decrease for the first ten months of the year brings him sharply under the spotlight. There are several companies whose percentage of decline is double that of Ford, yet little comment is heard about them. However, by the end of the year, when all the production figures are available, it would not be surprising to see Ford production at least 15 per cent. behind last year. His production during the last three months of last year was unusually large, because he was making up for the two months when his production was off. It is the low production of August and September of 1925 that has made production comparison very difficult. This is clearly shown in the above comparison.

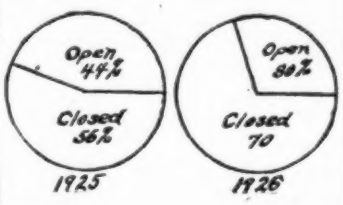
Even though Ford is off 6 per cent. for the first ten months as far as number of cars are concerned, the value of those sales has shown an increase over the same period of last year. In the end, it is not the number of cars that are sold but the value of the sales that count, so Ford has far less to worry him than a number of other companies.

The following table shows the position of the first ten companies, producing about 95 per cent. of the cars, for the first ten months of 1926 and fr the same period of 1925:—

Year 1926	Year 1925.
Ford	Ford
Chevrolet	Chevrolet
Dodge	Overland
Buick	Buick
Overland	Dodge
Chrysler	Essex
Essex	Studebaker
Nash	Hudson
Star	Star
Studebaker	Chrysler
Hudson	Nash

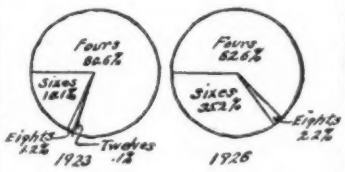
The production of closed cars again reflects the huge demand for that model.

The production of open cars decreased 28.5 per cent., while the production of closed cars increased 30 per cent.



The relationship between the production of open and closed models should reach an equilibrium in a year or two. Only about half of the open cars in use have been displaced, which leaves about 8,000,000 more, the large majority of which will be replaced in the near future.

In 1923, 2,977,000 of the cars produced had four-cylinder motors. This year, with production exceeding 1923 by 10 per cent., 2,504,000 four-cylinder cars were produced.



The production of six-cylinder cars increased from 669,000 to 1,408,000, the production of eight-cylinder cars increased from 44,000 to 88,000, while the twelve-cylinder cars have passed out entirely. It is becoming increasingly evident that the four-cylinder motors will be confined entirely to the low-priced cars, six-cylinder motors to medium-priced cars, and eight-cylinder motors to the higher-priced field.

The production of passenger cars is distributed in the following states:—

Michigan	82.2 per cent.
Ohio	6.1 per cent.
Wisconsin	3.8 per cent.
Indiana	3.5 per cent.
New Jersey	3.2 per cent.
New York	.3 per cent.
Connecticut	.3 per cent.
Illinois	.2 per cent.

There were some produced in Pennsylvania and California, but too few to show in the percentage column.

RETAIL SALES

To obtain a true picture of retail sales for the first ten months of the year as compared with the same period of last year it is necessary to consider them with and without Ford.

Below in the table of percentages of increase in the various geographical divisions for each price class and Ford, there are a number of very interesting features.

Comparison of Retail Sales by Price Classes and Geographical Division Showing Percentage of Gain or Loss of 1926 over 1925

Geographical Division.	With Ford. Low.	Without Ford. Low.	Medium.	High.	Ford
N. E.	11	19	—1	8	4
M. A.	15	16	17	34	13
E. N. C.	9	24	19	44	3
W. N. C.	2	33	4	—25	—13
S. A.	14	52	18	36	—3
E. S. C.	2	88	6	30	—19
W. S. C.	4	52	19	22	—12
Mtn	—3	3	—	12	—9
Pac	8	—9	12	29	31
United States	7.7	23.5	13.6	31.5	—3

Total average without Ford, 20% increase.
Total average with Ford, 10% increase.
Ford, 3% decrease.

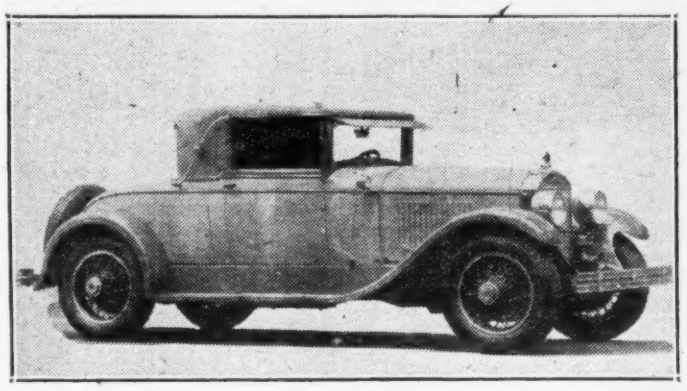
With few exceptions, for cars other than Ford, every section showed a substantial increase over 1925.

The one outstanding feature is that, whereas the retail sales of cars, other than Ford, declined 9 per cent. on the Pacific Coast, Ford showed an increase of 31 per cent. Just how to explain this is impossible, without a complete knowledge of the facts. New England fell off slightly in the demand for medium priced cars, and in the wheat section the demand for high priced cars decreased 25 per cent.

The demand for Fords fell off principally in the farming sections of the country, which takes over a third of his cars. However, the situation was greatly relieved by the Eastern section, and the Pa-

(Continued on Page 22)

FISHER BODY. Quickly convertible from a smart, distinctive, custom-built closed car to a racy, youthful roadster, this two-passenger convertible coupe by Fisher on the Cadillac chassis is outstanding. Body, hood and fender sets finished in ivory Duco with black stripping, chassis and wire wheels in black and roof and visor of Laidlaw English Burbank are features adding smartness



OFFICIAL OPPOSED TO COMPULSORY INSURANCE

Madison, Wis., Jan. 12.—Olaf Johnson, Wisconsin insurance commissioner, does not believe that the proposal to compel automobile owners to insure themselves is good, and thinks such legislation is "out of harmony with the American plan of living," he said here.

"Any such compulsory purchase would be distasteful to the American public," he said. "I believe that more stringent enforcement of the traffic laws is the cure for the ills which persons proposing this law seek to remedy." Johnson suggests as a substitute stricter penalties, possibly a mounting to revocation of license for violation of traffic ordinances.

CAIRO RULING AFFECTS U. S. TRUCK BUILDERS

Washington, Jan. 12.—The Police Department of Cairo, Egypt, has issued new regulations governing types of bodies and chassis which will be licensed for omnibus purposes. Specifications for chassis, as laid down, would eliminate all light one-ton chassis of American manufacture, says a report to the Department of Commerce.

American truck builders may obtain details of the regulations by communicating with the automotive division of the Department of Commerce at Washington.

CAPITAL AUTO SEIZURES

Washington, Jan. 12.—A total of 566 automobiles were seized in this city during 1926 for violation of the prohibition laws, according to a police report.

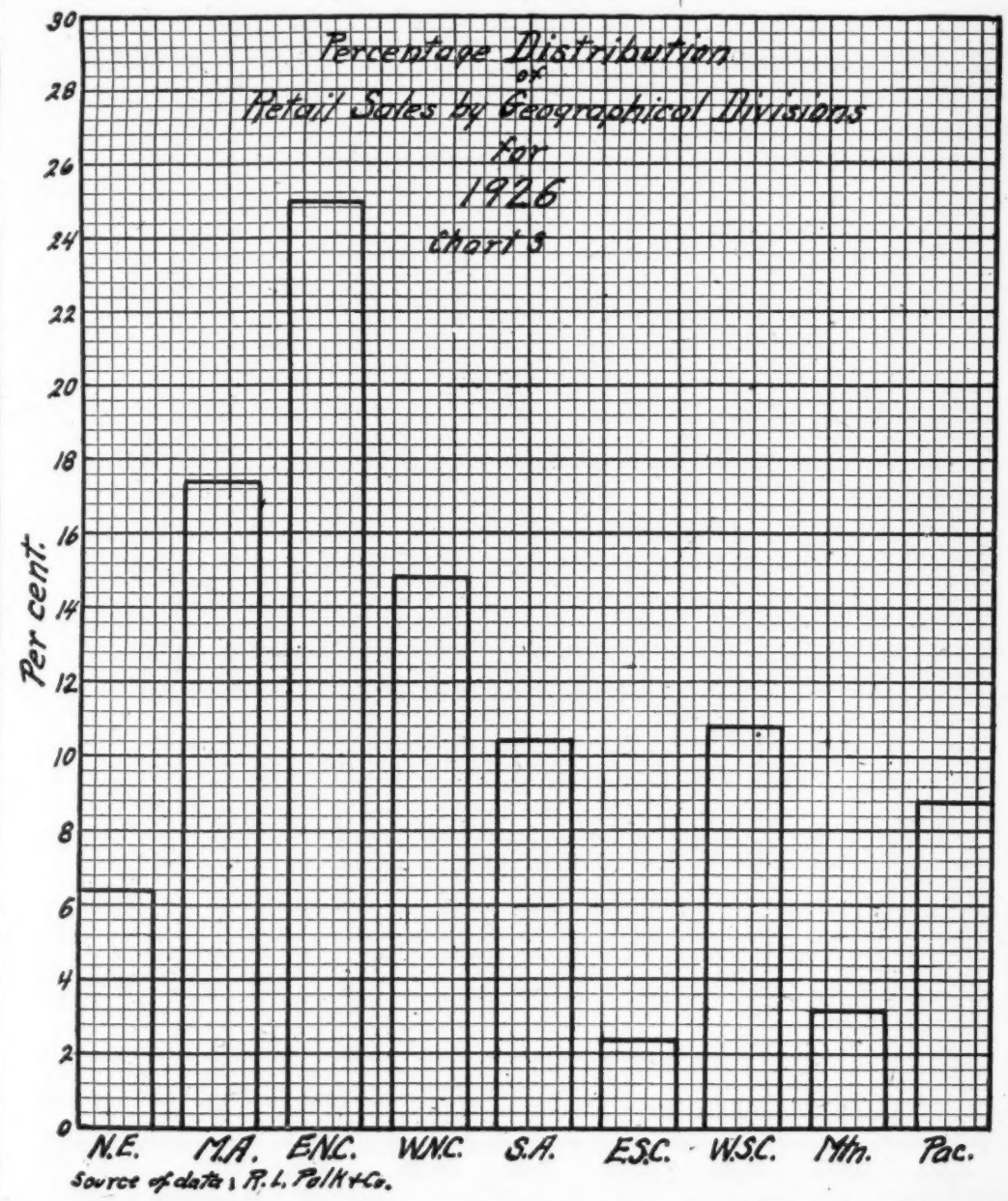


CHART NO. 3

The above chart shows the percentage of all cars sold in the various sections of the country. The relative importance of some of these percentages of increase, shown in the above table, can be seen by comparing the chart and the above table.

Equipment Section Is Big Show Attraction

(Continued from Page 4)

in the aggregate hundreds of tools of all descriptions are part of the plan of the service station equipment maker to bring the maintenance tools forcibly to the attention of trade and public through the medium of the shows this year. These exhibits will be carried through the entire show circuit. Starting with New York this week and continuing right through the weeks when most of the big cities stage their annual motor car exhibits, these pieces of equipment will be shown. They will be exhibited as they are here this week in the form of segregated inner shows in which all of the labor-saving service apparatus will be demonstrated by mechanics capable of efficiently using the tools.

Arrangements have been made to supply power to those tools that need it. Benches have been set up and metal is actually being cut by the tools that are intended to do that sort of work.

With these exhibits arranged to cut down the maintenance costs to the car user and the large number of devices shown at the show now incorporated on the cars for preserving the life of the car, the total cost of motoring should drop materially over the next few years. There have been several influences at work to achieve this result, and if the entire show is looked at from a maintenance standpoint some interesting thoughts will be developed.

There have been three major influences at work in connection with the cutting of upkeep costs. In the first place it is very evident from a study of the cars exhibited that the service engineer and the chief engineer have been working very close together on some of the new cars. In other words, cars are being designed not only for performance but also for service. This tendency has been observed for several years, but seems to have reached its peak this season. Motor car companies are advertising ease of removing important units, in other words reduction in the time required for taking down parts to be repaired, thus saving time.

The second major influence in the reduction of upkeep costs is in the improvements in service station equipment. Today it is possible to find service station tools that are just as efficient for their purpose as the best of the production tools. These tools have cut down the time required for doing some of the major operations to a tremendous extent. Consequently they have cut maintenance costs and at the same time have added to the service station profits. The service station equipment show now running at the Palace is an education in this respect.

The third major influence is in the generous dimensions of the parts of the cars themselves. Going from exhibit to exhibit there are more claims made for greater car life than for any other quality, except, perhaps, appearance.

Heavier crankshafts, deeper frames, higher factors of safety and all the other factors which go into added life mean in other words more miles on the road and less time in the shop. The addition of air cleaners, oil filters, etc., which we have noted in previous issues dealing with the show are all added for the purpose of increasing the life of the car.

Another point at the show which is of significance is the landslide of straight line eights that are either seen for the first time at the show or which have been announced just before the show opened. At the show there are more absolutely new cars having eight-in-line engines than any other. Auburn, Chandler, Davis, Duesenberg, Elcar, Gardner, Kissel, Marmon, Moon, Packard, Paige, Peerless, Rickenbacker, Stearns and Velie—all with straight eights, and most of these are new models.

This type of car has made a place for itself in the higher price field. It meets the demands for performance, particularly as regards acceleration and ability to drive at low speeds on high gear. There have been no additions to the ranks of the V-eight builders this year.

From the standpoint of engines, next to the tremendous addition to the number of eight-cylinder models, probably the most important contribution to be noted at the show are the two small cars, the new Erskine and the Whippet Six. Both of these are sixes, and both are small bore types, with relatively long strokes. The Erskine Six has 146.1 cubic inches piston displacement. It has a bore of 2⅝ inches by 4½-inch stroke. **The Whippet Six is 3x4 inches bore and stroke.** These are two interesting small cars, and are being commented on by increasing numbers daily. There are many who predict an era of small cars in this country, and they believe that these cars and the Jordan in a higher price class are forerunners of what will become a landslide toward light weight, small bore, short wheelbase cars.

The Continental engine with a single sleeve is also one of the foremost pieces of show interest as far as engines are concerned. This motor, made under American license of the Birtish Burt-McCullum patents, is not new, although new to this country. In England, these engines have been used very successfully, where they have made a particularly fine record in small units, such as motorcycle engines. It is claimed that some of the finest records for output as compared with piston displacement have been made on the other side with these engines.

The engine has a sleeve valve which has a combination reciprocating and rotating motion. The sleeve contains the openings which act both as intake and exhaust ports. As they register with ports cut in the cylinder wall the inlet gas is admitted and the exhaust gas permitted to flow out. It differs from the Knight engine in having but one sleeve instead of two, and in performing the functions of the two sleeves by a combination of a reciprocating and rotating action, whereas the two sleeves in the Knight engine both have a reciprocating action.

The Knight engine however is also coming in for some attention at the show as in the Stearns car there is now a straight-line eight-cylinder Knight engine. This is the first time that the stragiht-line Knight eight has been made in this country, although a V-Knight eight was once produced for a short time. The Stearns-Knight Eight, known as the G-8, is rated at 100-horsepower. It has a bore and stroke of 3½x5 inches, giving a piston displacement of 384 cubic inches. It is claimed to develop 102-horsepower at 2,600 r. p. m.

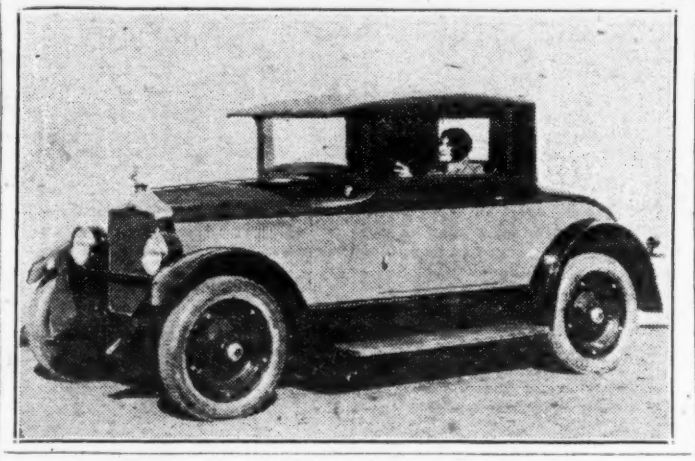
The entire group of eight cylinders is cast in a single block in this engine. This is bolted to an aluminum crankcase. The eight, with a few exceptions outside of the power-plant, is like the six. To take the larger engine a recess had to be provided in the dash.

Several of the new eight-in-line cars are using the new Lycoming Eight. This power plant, made by Lycoming Manufacturing Company, Williamsport, Pa., has 2¾ inch bore and 4¾ in. stroke, giving a piston displacement of 226 cubic inches. The cylinder block and crankcase are cast in a single block. Unlike most of the new small bore engines, iron instead of aluminum pistons are used. They are very light in weight, however.

Paige has something entirely new in transmission. This is a four-speed type with two high speeds, giving an economical ratio for level road running. By means of the "double drive" transmission it is possible to reduce engine speed and fuel consumption, and obtain smoother operation by using the fourth speed when driving over comparatively level roads. Briefly, it may be stated that third and fourth speeds are obtained without driving through a countershaft, while the first, second and reverse speeds are obtained through a separate countershaft in the usual manner. The shaft providing the third and fourth speeds is fitted with a pair of internal gears. These gears mesh with pinions on the driveshaft and the splined shaft.

With this transmission an unusually small gear ratio of 3.69 to 1 is used in the rear axle. The third speed corresponds to the usual high speed. As the third gear reduction is 1.424 to 1 and the rear axle ratio is 3.69 to 1 the total reduction is 5.25 to 1. The fourth speed is direct drive, so that the reduction between the engine and wheels is 3.69 to 1. First and second transmission ratios are 4.133 and 2.424 to 1 respectively. At 70 miles per hour in fourth gear the engine speed is 2555 r. p. m. and at 60 miles per hour in third it is 3360. A special latch on the top of the gearshift lever prevents accidental shifting into reverse gear.

MOON 6-60 CABRIOLET ROADSTER contains some features new to the company's European-type car, for instance, the one-piece swinging windshield. The car is finished in two-tone green, but available is various color combinations.



Striking Bodies and Complete Equipment Are Among Moon Features

New York, Jan. 12.—The striking bodies and complete equipment seen on the cars which the Moon Motor Car Company is showing at the Grand Central Palace have made theirs one of the most crowded exhibits daily, from the opening hour until the nightly closing.

One of the latest additions to the line is the 6-60 cabriolet roadster. It is natural that with the enormous growth of popularity of this type this car is one of the magnetic poles at the show. The cabriolet roadster is beautifully executed, in Ambato green below and Nimrod green above the belt, while the relative position of the two shades is reversed on the hood. However, the company is prepared to furnish this model in various other equally effective color combinations. Among the details specially commending this car to prospective buyers is the one-piece swinging windshield operated mechanically by a crank in the center of the cowl bar, which maintains the windshield rigid in either position. The rear window is opened or closed by a sidewise movement of about 6 inches of the handle.

The Moon 6-60 Royal sedan which is exhibited has marine blue lower panels and a black upper structure, with window reveals in a different shade of blue. The upholstery, too, is blue. Interior equipment is elaborate and includes silk curtains, silk assist cord, robe rail matching the upholstery, special hardware, foot-rail, dome light and mirror. The woodwork is in Circassian walnut finish.

Again there is the 6-60 de luxe roadster. This exhibit is Brewster green and fawn, with Burbank top and natural wood wheels, while the rumble seat upholstery is of gray leather. Instruments are assembled under one glass oval and lighted indirectly. Equipment on the 6-60 models includes four-wheel hydraulic brakes, thermostatic water control, crankcase ventilator, air cleaner, oil purifier and twin-beam lights.

Among the Diana cars shown at the Palace the brougham is distinguished by a body 9 inches longer, made possible by the use of composite steel and wood construction. Doors are 37 inches wide, 5 inches more than on previous models. Thus the front seats need not be moved for the entrance of passengers. The roofline is slightly curved from the center forward, blending into the curved visor. The color scheme is two-tone green, with the upper part of the body and the lance head finished in black. Upholstery is gray mohair, deep and comfortable. A rear silk curtain matches its color.

No less striking is the four-door de luxe sedan, the lower panels of which are Rolls Royce blue, while the upper structure is black, and the window reveals are finished in a darker shade of blue. The lance-head panel over the hood is black, and the edge of the panel is striped silver.

Blue gray mohair upholstery is matched with a thick pile carpet. The equipment on this style includes robe rail, dome light, vanity and smoking cases matching the interior. Rear window and rear corner windows have silk curtains. The windshield is so designed that a slight raising of the glass creates an air current entering underneath the cowl and behind the instrument board, while further raising of the glass causes a direct horizontal current of air in addition to the one mentioned.

LYCOMING HAS NEW 8-IN-LINE

New Series G Develops 62 h.p.; Long Stroke L-Head Type

NEW YORK, Jan. 12.—The Lycoming Manufacturing Company, Williamsport, Pa., has brought out its new series G eight-in-line engine, developing 62-horsepower at 3,300 r. p. m. It is a long-stroke, L-head type, with block and crankcase cast as a unit.

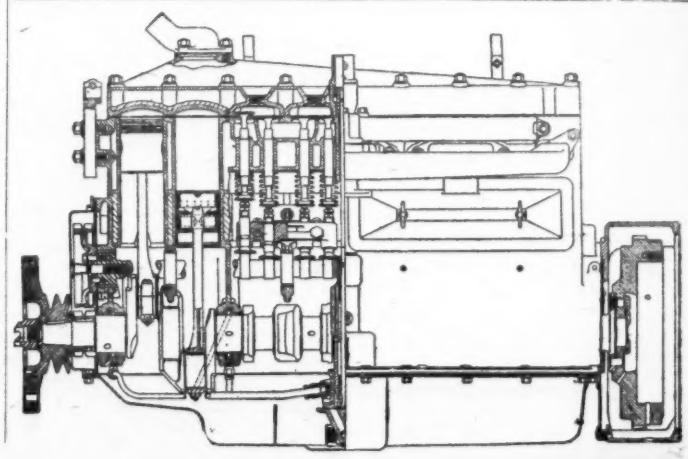
Series G is 2¾x4¾, with detachable head, light cast-iron pistons with four rings, including two Perfect Circle oil-control rings. The crankshaft has five main bearings, 2⅜ inches in diameter; end bearings being 1¾ inches long and intermediate bearings 1⅝ inches. A Lanchester vibration dampener is mounted on the front end of the shaft. An oil thrower is at the rear of the crankshaft.

The camshaft has six bearings, diameters ranging from 1 31-32 to 2 1-32 inches. It is driven by a link-belt chain 1¼ inches wide. A vertical shaft driven by helical gears at the center of the crankshaft operates oil pump and ignition unit, at its lower and upper ends, respectively. Inlet valves are of chrome-nickel steel and exhaust valves of silcrome steel; the cam followers are of mushroom type. The manifolds are swan type; the intake manifold has square runners and a square riser passing through the exhaust manifold below. There are four inlet ports, valves being siamesed, while exhaust ports are provided separately for the two end cylinders and common exhaust ports for other cylinders taken in pairs.

Lubrication is by pressure to main bearings, front camshaft bearing, crankpin bearings and chain compartment. The gear type pump, centrally located beneath the camshaft, is in a pocket in the oil sump. A plunger-type oil-pressure regulator is connected to the distributing manifold. The sump has a capacity of seven quarts, and contains four baffles, one longitudinal and three transverse. A strainer surrounds the pump. The location of filler and breather and oil gauge is on the right side.

The generator is mounted on a pivot bracket, on the front supporting arm of the engine. A slotted link is provided for belt adjustment. The water pump is secured to two bosses at the generator rear and plate. Both generator and pump operate at 1.43 times the speed of the crankshaft. The fan is a V-belt type. The 48-pound flywheel has a diameter of 12 5-16 inches and 97 teeth for the starter gear. The weight of the engine is 630 pounds without carbureter, ignition unit and fan. It is built for four-point support, forward supports being on the block and rear supports on the flywheel housing.

NEW EIGHT-IN-LINE LYCOMING ENGINE, which is 2¾x4¾, with piston displacement of 226 cubic inches, detachable L-head, pressure lubrication and Swan-type manifolds.



N. Y. Law on Substitute Oils Approved by Gill

New York, Jan. 12.—"One of the most forward steps taken in many years to protect the motorist is the law recently passed in New York state which makes it a misdemeanor for a dealer to substitute one brand of oil for another, when a particular trade-marked brand is asked for by the customer," says J. S. Gill, president of J. S. Gill Petroleum Company, local distributor of Quaker State motor oil.

"Not so many years ago most automobile owners were in the habit of stopping at the nearest filling station and instructing the attendant to 'put in a quart of oil.' Oil was just oil to the average driver, and he paid little attention to it so long as it gave any lubrication whatever.

"The demand everywhere for the better grade oils, which can be easily identified by name, is best evidenced by the tremendous increase in the sale of oil in labeled containers, holding a single quart, two quarts or a gallon. New York State's recently enacted statute forbidding substitution of oils focused public attention anew on the importance of high-grade oils for motor car use. Similar legislation will undoubtedly be put into effect in many other states at no distant date."

Paige Has Unique Display at Hotel

New York, Jan. 12.—Something unique in the automotive retail sales business is being shown by the Paige-Detroit Motor Car Company, at headquarters in the Hotel Vanderbilt. Here Walter K. Towers, advertising manager of the company, is displaying a complete wholesaler's set-up, to be shown to dealers as evidence of the completeness of the company's plans to back its work with the right kind of co-operation.

In effect, the display parallels very closely the showing of samples made in his hotel room by the traveling man who is carrying a line of shoes or ties. Spread about the room are examples of the company's advertising and the several items in the series of sales literature. Visiting dealers are given at a glance a comprehensive view of the talking points illustrated and what the company has available to assist the dealer in presenting the Paige-Detroit line intelligently to his prospects. A feature of the exhibit is that it is so designed as to be capable of being packed in a very small compass and easily transported about the country by the wholesaler.

Motor Industry Strong in England

Washington, Jan. 12.—The automotive industry in the United Kingdom has suffered the least of any of the engineering trades in the last year, according to a report to the Department of Commerce.

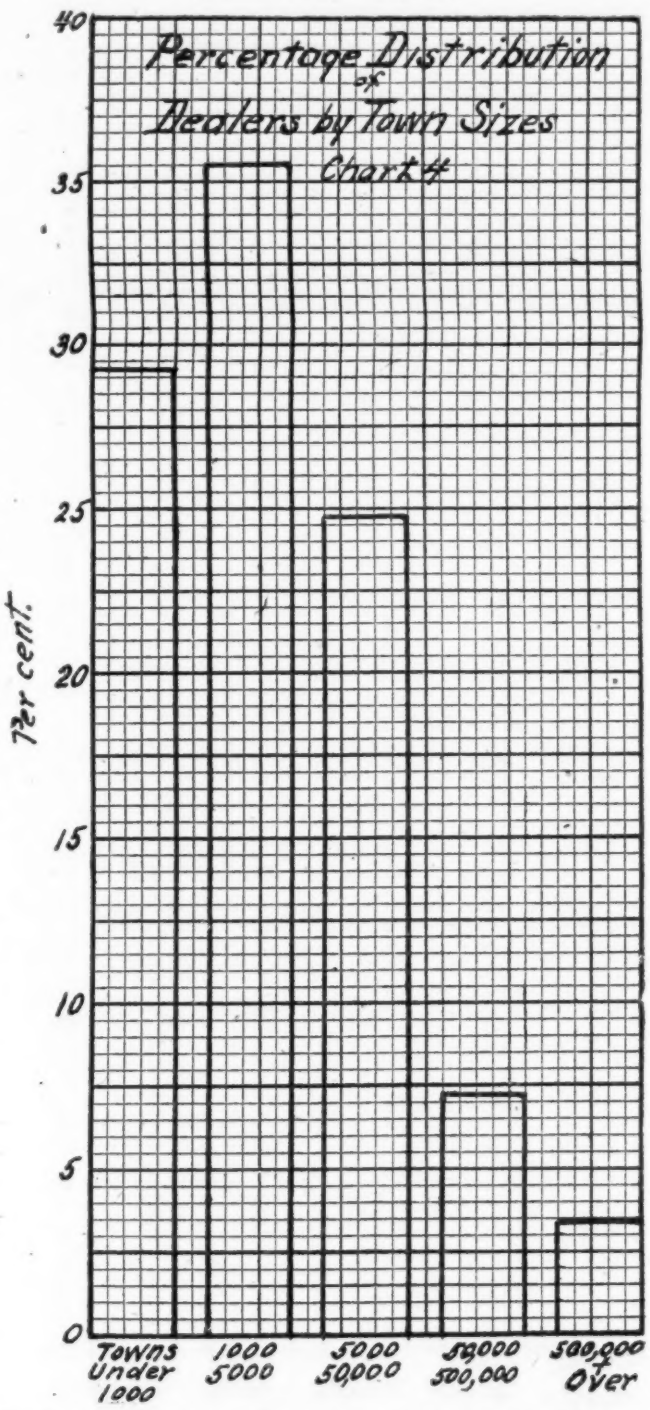
Registration figures show substantial increases in all classes of automotive vehicles. Motorcycle production and exports were well maintained, but imports were negligible.

Reduced prices on cars, tires and gasoline, together with an improved industrial situation, are expected to create a much better market in 1927 for automotive vehicles, the report predicts. However, dealers have faced a serious situation with disposal of used cars. American medium-priced cars still retain their popularity in the British market, with good prospects for increased sales this year, the report declares.

Federal Truck Dealer and Executive Luncheon

Chart Shows Sales in Various Sized Towns

(Continued from Page 20)



cific Coast, which takes 25 per cent. of his cars, showing a marked increase in sales.

CHART OF DEALERS NO. 4

The above chart shows that nearly two-thirds of the dealers are in towns under 5,000 population, while only 40 per cent. of the cars are sold in these towns. On the other hand, only 3 per cent. of the dealers are in cities with over 500,000 population, yet 17 per cent. of the cars are sold there.

DISTRIBUTION OF DEALERS BY PRICE-CLASSES

	In Towns Under 5,000	In Cities 500,000 and Over
Low Priced Car Dealers..	82%	72%
Medium Priced Car Dealers	17%	20%
High Priced Car Dealers..	1%	8%

Of the dealers in towns under 5,000 population 82 per cent. handle low-priced cars and only 1 per cent. handle high-priced cars. In the large cities, of 500,000 population and over, 72 per cent. of the dealers are in the low-price field, while 8 per cent. are in the high-price field. From chart No. 4 it will be seen that dealers in towns under 1,000 population amount to 29 per cent. and those in the large cities of 500,000 population and over only 3 per cent.

Percentage Distribution of Truck Production by Capacities

	Per Cent.
¾-ton and under	12.9
1 to 1½-ton	68.1
1½ to 2-ton	8.9
2 to 2½-ton	3.7
2½ to 3½-ton	2.8
3½ to 5-ton	.5
5-ton and over	1.6
Buses	1.5

For the eleven months of this year truck production was 504,505, which exceeds the same period of last year by 8 per cent. The one-ton truck still dominates the field, constituting over two-thirds of the trucks produced. This is a little under the percentage of last year, when 75 per cent. of the trucks produced were one ton.

EXPORTS

The exports of passenger cars from United States and Canada for the first ten months of this year were 243,880, which is slightly behind a similar period of last year; while for the same period 74,903 trucks were exported. This is a gain of 30 per cent. over last year.

Some of the exports are in form of parts for assembling abroad. There were 151,207 vehicles assembled abroad this year during the first ten months, which is only slightly above last year.

Warren Is Host to 600 Nash Dealers

New York, Jan. 12.—Close to 600 Nash dealers, with several important distributors in the New York territory, attended the tenth annual luncheon of the Warren-Nash Motor Corporation in the Pennsylvania Hotel today. C. W. Nash, president of the Nash Motors Company, was the principal speaker, and he outlined the company's plans for 1927.

C. B. Warren

Mr. Nash spoke with optimism of the volume of business that he declared was in sight for the present year, and told the dealer organization that its early record was evidence to him that it would measure up to what was expected of it now.

Other talks were made by M. H. Pettit, vice-president and general manager of the Nash company; W. H. Alford, vice-president; J. T. Wilson, vice-president; E. H. McCarthy, general sales manager of the company; C. B. Warren, the Nash distributor in New York.

Mr. Warren, who is president of the National Automobile Dealers Association, brought a message to the Nash organization from the New York meeting of the N. A. D. A. He feels that while 1927 is to be a period of the most aggressive sales methods the industry has ever known, the Nash dealer organization is in such shape that it will get its full share of the business.

LICENSE PLATES GAIN

Olympia, Wash., Jan. 12.—A total of 110,747 applications for 1927 motor vehicle licenses were received and 94,591 plates were issued during December, the first month of 1927 registrations, according to Charles R. Maybury, state license director. During the first month last year, 64,128 applications were received and 52,750 plates were issued, according to Maybury.

AUTO SHOW
NOW 10 A.M. to 10:30 P.M.
adm. 75¢
GRAND CENTRAL PALACE

Chevrolet Dealers Hear 1927 Plans

(Continued from Page 1)

that the corporation's resources were behind their efforts.

Alfred P. Sloan, Jr., president of General Motors, spoke with his usual brevity, and talks were made by Donaldson Brown, chairman of the general sales committee; John Pratt, a vice-president; John J. Raskob of the finance committee; Fred Fisher and C. S. Mott. Among the guests at the table was B. G. Koether, executive secretary of the general sales committee.

The banquet was entirely informal, the real business of the day having been dispatched at the afternoon meeting. Chevrolet's outstanding performance in the manufacture and sale of cars and trucks was emphasized in the congratulatory talks, and the prediction was freely made that the future progress of the company will be marked by a still more impressive performance.

At the afternoon meeting, which was held in Mecca Temple, the 1,400 Chevrolet dealers heard the company's 1927 general sales policy and promotion work discussed, with Mr. Grant in the chair.

Mr. Grant is always a forward-looking sales executive, especially in that he looks back only to get a perspective on the work ahead. He told the dealers what they could expect from the factory, based on what the factory had demonstrated as its ability to produce high quality cars in increasing quantities, and he told the dealers what was expected from them in the matter of setting sales records that will exceed any figures ever rolled up by the Chevrolet sales force.

Mr. Grant is far from believing that the measure of sales activity in his organization has been taken, and he called on the dealers present for an expression of their willingness to come through with their best and continued effort. He got an immediate and convincing response to his request.

J. E. Grimm, Jr., advertising manager of Chevrolet, outlined the company's plan for the 1927 advertising campaign. This is believed to be the largest and most impressive program ever undertaken by an automobile company, and the dealers were assured of the factory's co-operation in acquainting the public with the Chevrolet car and what it stands for.

W. G. Lewellen, R. H. White, William A. Blees, J. P. Little and Sidney Corbett made brief talks. The last speaker pointed out the extraordinary progress made by Chevrolet in the truck field in 1926, when all previous records were multiplied several times over.

AUBURN PRESIDENT GETS PHONE CALL FROM LONDON

New York, Jan. 12.—H. G. Hersch, advertising manager for Auburn, reports an interesting early use of the telephone for communication between New York and London. The London distributor had sent a representative to the New York show and apparently he had cabled back a report. Tuesday morning, Mr. Hersch was called to the telephone in his hotel room and almost fell off the chair when a matter-of-fact voice said: "London is calling; they want to talk with Mr. Cord." Mr. Cord was not at the Commodore at the time, but P. P. Willis, who handles the Auburn advertising, talked with the operator and made an oppointment for 10.30 the next day. "This is one of the earliest commercial uses of the telephone by automobile men as a means of getting messages between London and New York," says Mr. Hersch.

D. OF C. LICENSE RULING

Frankfort, Ky., Jan. 12.—Automobiles carrying District of Columbia license tags issued in 1926 may operate in this state with the old tags until February 1, Gov. W. J. Fields having extended the time on such cars at the request of M. O. Eldridge, director of traffic commissioners, District of Columbia.

Olds Dealers Hold 26th Annual Banquet

(Continued from Page 1)

offered, and tonight's meeting was no exception.

D. S. Eddins, vice-president and general sales manager, presided at the dinner and kept the ball rolling with his enthusiasm. At the speakers' table with Mr. Eddins and I. J. Reuter, president and general manager for Oldsmobile, were Alfred P. Sloan, Jr., president of General Motors; A. D. Dean, president of the General Motors Acceptance Corporation; Donaldson Brown, vice-president of General Motors and chairman of the general sales committee of the corporation; H. S. Wier, assistant general sales manager of the Olds Motor Works, and R. M. W. Shaw, advertising manager.

D. S. Eddins

The general expression at the banquet was that the Olds Motor Works was firmly set in a position to take advantage of its full share of 1927 business.

This afternoon, at Mecca Temple, executives of the company met and discussed the company's sales, advertising and service plans for the present year.

Willys Speaks to 900 Dealers

(Continued from Page 1)

for Willys-Overland, Inc., at New York, presided at the meeting, which included in the attendance the Boston as well as the New York dealers. Mr. Willys spoke of the development of the line that had been made with the introduction of the four and the six Whippet and expressed the feeling that 1927 held its full measure of opportunity for the dealers who were willing to measure up to the requirements of modern automotive merchandising.

Talks were also made by O. P. Kilbourn, Ward M. Canaday, president of the United States Advertising Corporation; Roland M. Rowland, sales promotion manager for Willys-Overland, and L. G. Peed, general sales manager.

The keynote of the meeting was 1927, rather than 1926. Mr. Peed, in particular, urged the dealers to keep their eyes on the ball, and play as hard as they knew how, setting forth that the old order had changed and that the dealer who wants to progress must change with them, or lose step in the sales army.

"There were only 458,000 automobiles in this country in 1910," Mr. Peed said, "and there were at least 18,000,000 people in the country who were not only logical prospects for cars but who actually wanted to buy them. The dealer who was in business then was hardly a salesman, because sales effort as we understand it today was unknown, since the need for it had not yet arisen. When a man comes to me and tells me what a fine sales record he made in 1919, I am not interested. I want to know what he did in 1921, when it took salesmanship, and real salesmanship, to sell a diffident public cars.

"In the early days there was no retail financing plan, and there was not a single company specializing in automobile paper. The picture has changed. Mr. Schwab said three or four years ago that business would gravitate into the hands of ten or fifteen companies; it has already done so, and ten companies are now making 94 per cent. of all the cars. The elimination of the dealer will follow the elimination of the company. Instead of twenty or thirty dealers in a town there will be ten of them—and they will be the pick of the lot. Unity of operation of a sales policy is bound to come.

L. G. Peed

"Don't be too glad to get the other fellow's dealer. If you can get him at all, perhaps it is because he was not doing so well for the car that he is willing to exchange for yours. Modern conditions are the result of study and specialization. It took 2,000 years to develop Nurmi, the fastest of the Marathon runners, and it took seventy-five years to develop a baseball player with the batting average of Babe Ruth. The early dealers had the great opportunity, and those who measured up to it then will measure up to it now."

Stearns Dealers At Convention

(Continued from Page 1)

B. Stearns organization was disclosed in the fact that one dealer present had been connected with the company for twenty-five years and several had exceeded the twenty-year service mark.

In speaking of the future of the company, Mr. Leonard said: "The finances of the organization are in strong hands, and the stock control is concentrated among men of outstanding importance in the motor-car industry. Accomplishments of the past year have been marked, and the present standing of the product among motor car buyers is the finest in our history."

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For 22 Years

Lou Elmer Sold One Line of Cars in Connecticut

Lucius H. Elmer
President, Elmer Automobile Co.

John N. Willys
President, Willys-Overland

For over 22 years Lou Elmer has been selling one line of cars in Connecticut. He built up an organization which included 11 branches, and sold between 2,500 and 3,500 automobiles every year. And now, after these 22 years, he is giving up all this to take over the Willys-Overland Franchise.

WHY?

Because Mr. Elmer sees in the Willys-Overland line of cars a greater opportunity for bigger sales and profits than in any other line. It takes vision to make a move like this. But Mr. Elmer has been watching the trends in the automobile business.

He watched Mr. Willys bring out the Overland-Whippet. He watched Willys-Overland dealers make a world's record for the sale of a new car—over 50,000 Whippets sold in six months. He saw that here was a car that would interest his great host of friends and customers who were now looking for something newer and better.

The sales appeal of the Overland-Whippet was one of the big factors that caused him to seek the Willys-Overland Franchise.

Yet in addition, he saw that Mr. Willys was offering to his dealers 97% market coverage with cars of pronounced Engineering Leadership in Every Price Class. He realized that the successful dealer of today and of the future must handle a car in every price class.

When he saw the exclusive features of the Willys-Overland line, he recognized the answer to his problem of widening his field of activity.

Lou Elmer is just one of over 800 former competitive dealers who have joined Willys-Overland in the last four months.

Willys-Overland

Fine Motor Cars

Write for Franchise Details.

Sales Dept., Willys-Overland, Inc., Toledo, Ohio—Willys-Overland Sales Co., Ltd., Toronto, Canada.